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House to Probe FCC; Fly Pops Net Rules

New Draft Viewed As Even Worse; Durr Slated

WASHINGTON'S radio regulatory front erupted violently last week with the disclosure by Chairman Clarence F. Lea (D-Cal.) that his House Interstate Commerce Committee will begin hearings in January on the Sanders Bill to reorganize the FCC.

This action came just as FCC Chairman James Lawrence Fly launched a new move to invoke modified chain monopoly regulations by Nov. 15. A special meeting of the FCC was to be held Saturday (Oct. 11) to consider and possibly vote out the revised rules.

Chairman Lea's announcement, hailed as significant in view of futile efforts in the Senate to revise the 15-year-old Communication's Act, cited the need for revision of the present law and took cognizance of sharp complaints against the FCC's actions under Chairman Fly's direction.

This likewise came hard on the heels of the revelation the preceding week [BROADCASTING, Oct. 6] that Speaker Sam Rayburn had admonished Chairman Fly against any move toward "social reforms" in broadcasting during the national emergency.

Railroading Tactics

Meanwhile, Chairman Fly last Wednesday called a meeting to consider final chain monopoly rules, held to be more "vicious" than the original mandates which reverberated up and down Pennsylvania Avenue. He sought to have the Commission vote on the rules last Friday morning, with the objective of making them effective Nov. 15, but illness of two members plus the observation by a third that he would not be prepared to vote, forestalled this, since a quorum would not have been available.

The revised rules, carefully phrased, in effect would make all network outlets non-exclusive, despite a veiled inference to the contrary. Affiliates would be permitted to anchor to networks under two-year contracts on this non-exclusive basis, with station licenses issued to run concurrently.

The mooted forced sale by NBC of the Blue Network would be compromised by indefinite suspension of this rule, with the stipulation that it would not be invoked except under six months' notice. This was designed, it is presumed, to reassure Blue Network affiliates that there won't be a sale overnight.

It is expected Chairman Fly, who has directed the preparation of the revised rules by the law department, will seek to have the Commission vote on them promptly—probably at the Saturday meeting. But there a battle looms. Chairman Fly last week tried several times to procure from NBC, and indirectly from CBS, the commitment that they would not seek to enjoin the FCC from making the rules effective if certain concessions were made. So far as known, such commitments were not made.

Await Durr Action

Also having a bearing on the regulatory outlook is the imminent appointment to the Commission by President Roosevelt of Clifford J. Durr, assistant general counsel of the RFC. Expected last week, the nomination was not sent to the Senate because it was in session only two days and because the President was represented as having been preoccupied with defense matters. In informed quarters it is stated the nomination will be transmitted to the Senate this week and that there has been no change in the President's conclusion to name the Alabaman as the successor to Frederick I. Thompson [BROADCASTING, Oct. 6].

Chairman Lea unqualifiedly committed his committee to consideration of the Sanders Bill and "other proposals for revising the Radio Act". In an interview last Thursday, Mr. Lea said the committee had not yet decided definitely when it would hold hearings but that "we expect it to be around the first of the year—about Jan. 1."

"The committee has no ideas and no axes to grind," said the Californian, "but we feel that it is our duty to consider questions raised in connection with the administration of the Act and developments in the industry since the original Act was passed.

"There have been complaints about the doubtful use of authority by the Commission. We believe that if there is doubt over the use of authority that it should be cleared up—either the Commission be given the authority or to make it clear it hasn't the authority it exercises."

Preliminary Study

Mr. Lea commented on current Commission activities and said that on the newspaper-divorcement issue, the question would be gone into extensively. Some people contend, he declared, that the Commission does not have the authority and he feels it is up to Congress to clear it up.

Asserting that a preliminary study already had been made, Mr. Lea said the committee has been forced to put off the hearing until January because of pending legislation involving projected revision

Strikes Threatened in Several Areas

Pittsburgh,, New York, Dallas, Fort Worth Are Affected

STRIKES and threats of strikes rose last week to upset the normal broadcasting routine on several fronts as negotiations between broadcasters and union leaders failed to achieve agreement on the number of men that should be employed and the wages they should be paid.

In Pittsburgh, the American Federation of Musicians local pulled its members from the Brennen stations, WJAS and KQV, and the national AFM office ordered all remote band pickups from CBS and NBC-Blue to prevent such programs reaching the Pittsburgh stations. In Brooklyn, the Associated Broadcast Technicians Unit of the International Brotherhood of Electrical Workers called a strike of the technical employes of WBYN, throwing the station off the air 45 minutes.

In New York, Broadcast Local 1 of the American Communications Assn. authorized its officers to call a strike at WHN when and if they deemed such a move necessary, following a break-down in negotiations. In Fort Worth and Dallas, Emily Holt, national executive secretary of the American Federation of Radio Artists, conferred with executives of KGKO and WFAA and with officials of the AFRA local who were on the verge of calling out all AFRA members employed by those stations.

Remotes Cancelled

Details of the difficulty between the musicians union in Pittsburgh and WJAS and KQV were not immediately available in New York, where the AFM national headquarters reported their information was limited to a report from the local that after a week's negotiations with the stations' management for a renewal of their previous contract had shown no signs of progress, the local had withdrawn the staff musicians from the stations.

Immediately following receipt of this information on Wednesday evening the union requested CBS and NBC-Blue not to feed any more musical remotes to the stations. Since the networks' contracts require them to supply such service to all affiliates, they met the union's request by cancelling these pickups from the entire networks, replacing them with studio programs.

NBC a few weeks ago had faced a similar situation with its Red network, when an AFM strike was called against WSMB, Red outlet in New Orleans, and had built up a strong schedule of late evening programs, fed to the network from the studios of various Red affiliates. This schedule has been continued to the present time, despite the settlement of the strike which ended the necessity for it, on the theory that there might be listeners for other types of programs than dance music after 11 p.m. as well as in the earlier hours.

So, when the Blue's remotes were cancelled, NBC temporarily linked its two networks together after 11 p.m. to carry this already proven schedule, meanwhile rushing to prepare a similar program lineup for the Blue, with the expectation early this week of again providing its normal dual program service throughout the complete broadcast-

(*Continued on Page 54*)

of the Securities & Exchange Commission Act. The committee will be able to decide in a few weeks on the latter, he said, and then be in a position to set the Sanders Bill hearing date. In that fashion, he declared, the FCC and the industry would be given "ample time for the hearings".

Two-Division Plan

The Sanders Bill (HR 5497) was introduced last August by Rep. Jared Y. Sanders (D-La.) and proposes a thorough-going revamping of the FCC, splitting it into two autonomous divisions—broadcasting and common carrier—with clearly delineated functions for each. The Commission would be precluded from exercising regulatory control over business aspects of broadcasting and the chairman would be made the executive officer and would not be assigned to either of the two autonomous divisions.

While Chairman Fly, in another of his oft-repeated attempts, tried to squelch any "leak" on the purport of the proposed new rules, word trickled out. Observers felt that they were even more onerous than the original regulations, in that exclusive time options are eliminated entirely, since stations would be free agents to option time to any network on 58 days' advance notice.

Where the rules as originally drafted would have banned exclusive affiliations, a compromise arrangement wherein stations could option time exclusively to particular networks in markets having three or more fulltime outlets had been projected.

The revised rule on option time, proposes three hours of option time in each of four five-hour segments, but no differentiation was made between cities having less than three stations and those having a multiplicity of outlets. The presumption was that stations could deal with all chain organizations at the same time on a first come, first serve basis, but could exercise the right to reject any commercials for valid reasons.

Will Want the Best

Such a provision, network representatives had commented in testimony before the Senate Interstate Commerce Committee and before the FCC, would only mean that choice network business would gravitate to the top station in each market, with the others in competition for whatever remained. Moreover, they contended it would reduce the status of the major networks to that of commercial program brokers, with no incentive for production of sustaining programs. Clearance of national defense programs over networks, it was pointed out, would become exceedingly difficult since free agent affiliates would not be disposed to remove the commercials of one chain to make way for the sustainings of another.

If the non-exclusive option provision remains, no network would be able to guarantee given facilities in any market. While the regulations talk about time options as such, the effect of the regulations are said to preclude anything of that nature. Time could not be cleared satisfactorily either on a commercial or sustaining basis, it is felt.

In effect, only two of the eight original rules are redrafted. These are Rule 3.103, defining an affiliate, and 3.104, defining time options.

That banning of dual network operation remains on the books but is suspended indefinitely, with the statement of policy by the Commission that it opposes the dual network operation but that in order to avoid a "forced sale" at least six months' notice will be given if the Commission proposes to invoke that regulation.

The manner in which Chairman Fly proposed consideration of the propected rules provoked considerable intra-Commission agitation. The meeting suddenly was called by Chairman Fly last Wednesday morning for 11 a.m.

Shortly before the designated hour, however, the meeting was postponed by the chairman, who asked members to stand by. Shortly after 11 a.m. carbon copies of the proposed rules, covering some 15 typewritten pages, were dispatched to each Commissioner. The meeting then was called for 11:15 a.m. There developed a heated exchange on the "blitzkrieg" tactics, it is understood, and finally it was decided to postpone consideration until Friday morning.

Thursday afternoon, however, it was learned that Commissioner George H. Payne was ill in New York, while Commissioner Norman S. Case, who has opposed the regulations, suffered a relapse of a foot ailment. Commissioner T. A. M. Craven, who has led the opposition, afterward reported to Chairman Fly that he would not be prepared to discuss the regulations at the suggested early Friday meeting. Chairman Fly then called the Saturday morning session, presumably satisfied a quorum would attend.

The indicated vote, if one is taken, is 4 to 2 with Craven and Case dissenting, probably in written opinions. Both Case and Payne have left their proxies, the former against and the latter for the rules.

Ready to Appeal

It was obvious that if Chairman Fly mustered sufficient votes to ratify the revised rules, NBC and CBS would seek to enjoin the Commission from enforcing them. The time option rule has been the main bone of contention, conferences having been held over a period of several months with Chairman Fly and the law department to evolve an acceptable compromise.

But these fizzled, and Chairman Fly several weeks ago issued what amounted to an ultimatum to the networks. This did not hold, however, and the effective date of the regulations, originally set for Sept. 16, was postponed indefinitely. Oral arguments were held before the Commission Sept. 12, at which last-ditch efforts were made to prevail upon the FCC to suspend the rules for the duration of the emergency.

The whole tenor of the proposed new rules was regarded as misleading, in that they mention exclusive options but actually did not provide for them. It was expected that suggestions for sweeping modification would be made to the Commission, but that probably the Fly-directed majority would override them. It was evident, also, that all efforts to "appease" the networks were without avail and that litigation would ensue.

PERCHED ATOP A CONSOLE, Mary Patton, NBC actress, swings a $300 5 kw. transmitter tube in champagne style to dedicate the new enlarged Studio T of NBC, Chicago. Admonishing her to spare that tube are Howard Luttgens (left), NBC central division chief engineer, and B. F. Fredendall, construction engineer.

Defense Ban on New Building May Not Hinder Broadcasting

FEARS that new station construction, power increases and frequency shifts would be hard hit by the new policy of the Supply Priorities and Allocations Board banning all public and private construction projects using such critical materials as steel, copper, brass, bronze and aluminum, were somewhat allayed last Friday when BROADCASTING ascertained that stations would be considered on an individual basis and that priority allocations would probably be made in each case after consultation with the FCC and DCB.

The Priorities Division has been instructed to apply the two following tests to applications for priorities on building projects: (1) Does this construction involve the use of appreciable quantities of critical materials? (2) Is the construction directly necessary for national defense, or clearly essential for the health and safety of the civilian population?

Where construction has actually started and a substantial portion has been completed efforts will be made to get the critical materials needed to finish the job.

Up to the FCC

Unofficially, it is felt that in the case of either under construction or about to be built, the word of the FCC as to their function in the national defense set-up, probably as determined by the DCB master plan, would be a determining factor. Radio already has a quasi-essential national defense ranking.

At present the FCC has in round numbers approximately 150 construction permits outstanding for power increases, frequently shifts, equipment changes and new stations.

Of these 25 are new station grants. In addition, there are about 50 FM stations authorized for construction and about 12 television stations. All of these are affected by the new policy to the extent that it will be necessary to prove that they are "necessary" to the "health and safety" of the nation. No blanket approvals for critical materials will be granted.

The new SPAB policy, no doubt, will be a major topic of discussion when the DCB priorities liaison committee meets with industry representatives to formulate a plan for materials ratings Oct. 20. It is hoped at this meeting a blueprint will be drawn for priority allocations and ratings, covering the entire communication industry to be the basis for the Priorities Liaison Committee's recommendations to the DCB itself. Then the latter board will, if the proposals are approved, transmit the program to Donald Nelson, priorities director of the OPM.

Meanwhile, industry sources admit that the situation stemming from the priorities bottleneck is growing steadily worse especially as regards tubes. It is reported the Government is making inquiries of equipment manufacturing companies looking toward a stupendous increase in orders for tubes, both transmitter tubes and electronic devices. This is over and above a $66,000,000 total order mentioned during the recent NAB meeting in Washington and which is described as ten times the present capacity of the industry.

Nets Claim Good Response on ASCAP

But Regional and Independent Groups Take Strong Steps Against Early Approval of New Music Contracts

DESPITE intra-industry steps to delay ratification of network contracts with ASCAP for prompt return of its music to the air, both NBC and CBS last week reported that "favorable responses" from affiliates were coming in satisfactorily. But there was no indication that contracts would be consummated by Oct. 15 or even shortly thereafter.

Action of a group of regional stations in Chicago last week, calling a meeting of some 100 affiliates for this Tuesday to seek clarification and possible changes in the ASCAP proposals, among other things, plus expressions at current NAB district meetings and by other trade groups, appeared to augur for considerably more discussion before the whole industry is aligned with ASCAP. NIB President Harold A. Lafount said his organization is opposing acceptance of the contracts until they have been clarified.

Texts of statements on ASCAP-network proposals by George B. Storer, Fort Industry Co., the CBS Committee of IRNA and Ed Craney, KGIR-Z Bar Network, will be found on pages 22-23.

Storer's Proposal

While the number of favorable responses received by NBC and CBS in support of the proposal for rebate of 2¾% of affiliate network income from commercial programs, was not divulged, NBC said that when it first reached an agreement last August with ASCAP, a majority of its stations had consented. CBS, whose first letter on the contracts was not mailed until after completion of the drafting two weeks ago, apparently does not yet have a substantial majority of its affiliates aligned.

A proposal that the networks call meetings of their affiliates promptly to explore and explain the ASCAP proposals, was made by George B. Storer, president of the Fort Industry Co., operating stations in Ohio, West Virginia and Georgia, and promptly was echoed by a number of affiliates.

Indicating the temper of ASCAP was its action last Thursday, overriding General Manager John G. Paine on the release of the musical score of the Disney picture "Dumbo" for free use by unlicensed broadcasting. ASCAP announced following a meeting of its board that it had disapproved Mr. Paine's action in authorizing the release on the ground that Mr. Paine had acted beyond his authority in authorizing free use.

ASCAP said it has "repeatedly granted free licenses to religious, educational and charitable institutions for the use of the society's music on non-commercial programs" and that its entire catalog has been released for use on the programs sponsored by the Treasury Department as part of the national defense program, but "the board felt that granting a free license for the use of music for commercial purposes would be contrary to the interest of its membership."

What steps will be taken by Disney and by Irving Berlin Inc., publishing the "Dumbo" music and a publisher member of ASCAP, to make the tunes available for broadcasting could not be immediately determined, but it was believed that an attempt would be made to license the music directly to broadcasters as provided for by the consent decree accepted by ASCAP early this year.

The decree permits such direct licensing, subject to the approval of the author, composer and publisher, provided any revenue from the license is turned over to ASCAP for distribution in the usual manner. In this case there would be no revenue as the purpose of the license is to get the music on the air as a means of promoting attendance at the theatres showing the cartoon film.

The music from "Playmates", RKO film featuring Kay Kyser, is being licensed by Southern Music Publishing Co. with the consent of the writers, for the free use on the air as provided for by the decree [BROADCASTING, Oct. 6]. Both publisher and writers are ASCAP members.

The ASCAP board on Thursday also extended for another weekend its permission for the use of any of its music in connection with football broadcasts, which had also been given for the previous two weekends. Action is believed to indicate an attitude of cooperation with radio and an unwillingness to cause any trouble at this time when negotiations with NBC and CBS are in their final stage.

Some Reservations

While discordant notes were heard from several quarters, the preponderant view was that a deal would be made with ASCAP with the terms reached by the networks was problematical.

The action of the regional independent's group in Chicago (see page 10) calling a meeting of nearly 100 affiliated station operators in Chicago for Oct. 14 to discuss the ASCAP contracts, among other things, was cited as an indication of the temper of one segment of the industry. While a substantial number of stations already had signified to NBC and CBS their intentions of signing, many of them are understood to have made reservations, and expressed anxiety over BMI's future and the rebate provision.

The suggestion made by Mr. Storer that a conference of the networks with their affiliates be held to explain the network positions, was picked up by many broadcasters. Mr. Storer had written the networks [see page 23] opposing the proposed contracts. Afterwards, however, he notified NBC he would accept the proposal on a month-to-month basis for the balance of his stations' affiliation contracts, because he did not want to be in the position of an "obstructionist".

Denounced by Craney

The CBS committee of IRNA, comprising I. R. Lounsberry, WGR-WKBW, Buffalo, Don S. Elias, WWNC, Asheville, and John A. Kennedy, WCHS, Charleston, West Va., took the position that while the contracts were not perfect they nevertheless felt that the request for reimbursement "is fair under the circumstances" and that the overall deal constitutes the best that can be obtained.

Ed Craney, operator of KGIR and the Z-Bar Network, vehemently denounced the network proposal as a "dollars and cents" solution and as one that precludes an equitable use basis [see page 22].

NAB President Neville Miller said that at the series of NAB district meetings to be held during the next ten days he would be in a position to observe station reactions to the proposals. Asked regarding the Storer suggestion for network affiliate sessions to explore industry opinion, Mr. Miller said he would be in a better position to comment after he had felt the industry's pulse at the district sessions.

Safeguards Needed

Mr. Storer, after writing the networks in opposition to the contracts, received from Mark Woods, NBC vice-president and treasurer, an explanation of the reason NBC turned to the blanket, rather than the per-program basis. Mr. Woods, in his reply of Oct. 6, explained that the per-program basis would cost NBC and its affiliates $396,585 more than the blanket license basis, out of which NBC has asked the stations to reimburse them 2¾% on those programs using ASCAP music which would have made their proportion $176,278.

Answering Mr. Storer's argument that equally as important is the principle of maintenance of BMI so the industry never again will be in the position in which it found itself with ASCAP, Mr. Woods said that before consenting to the blanket license, NBC analyzed this possibility and felt sufficient safeguards had been provided.

Support for BMI

In the first place, he said NBC intends "to continue the support of BMI". Moreover, he said, NBC intends "to use and publicize BMI music on its network's sustaining programs." He continued:

"We believe that advertisers will use both BMI and ASCAP on the majority of their musical programs especially if BMI music continues its popularity.

"Many local stations will take a sustaining per program license with ASCAP paying for its music on a 'pay-as-you-go' basis and also will continue to use library service and phonograph records of BMI music.

"As far as the local stations' commercial licenses are concerned, most of them will evaluate their musical programs as contrasted with their spot announcements and other non-musical programs to determine whether to take a per-program ASCAP commercial license or a blanket license".

Mr. Woods concluded that the whole formula is designed to maintain a "free and open market for music and I sincerely believe that this will be the result".

Not a Dissenter

In his reply of Oct. 8, Mr. Storer advised Mr. Woods that he was not insensible to the "compelling reasons given in your letter for acceptance by your network of the blanket ASCAP license arrangement." He added, however, that he felt a 5% per-program basis commercial license payment with a 1% incidental music or sustaining program fee would be infinitely more desirable and "might have been negotiated".

Inasmuch as the payments under such a plan would approximately equal those under the 2¾% network blanket license fee proposal, he asked if there was not a possibility that ASCAP "would accept this tender even now, especially so if 100% of the network affiliates will agree thereto, prior to submission of same to ASCAP." Under the 5% and 1% network payments, based on a per-program analysis, Mr. Storer estimated the figures would be $615,270 per year against $632,603 under the 2¾% blanket deal.

Asserting he did not wish to be an obstructionist, Mr. Storer said said that "against our better judgment", his organization would be prepared to accept the current pro-

(*Continued on Page 62*)

Independent Regional Outlets Projecting a Protective Group

List of 88 Stations Invited to Oct. 14 Session In Chicago Following Action Last Tuesday

PROPOSING to establish a "protective group" that would represent independent regional stations in combating moves toward superpower, dealing with the musicians' union and acting on the ASCAP license problem, 19 operators of 26 stations met in a highly secret session in the Hotel Drake in Chicago last Tuesday to lay the groundwork of a permanent organization designed to function entirely apart from the NAB, NIB or IRNA.

After spending a full day in discussing mutual problems, the group designated a committee of five to send a telegraphed invitation to a selected list of 88 stations to be representd at a formal organization meeting to be held at the same place on Tuesday, Oct. 14. The committee signing the invitation comprised William J. Scripps, WWJ, Detroit; Eugene Pulliam, WIRE, Indianapolis; Hoyt Wooten, WREC, Memphis; Stanley Hubbard, KSTP, St. Paul; Bill O'Neil, WJW, Akron.

No Clears Present

The committee, in its telegraphic call, emphasized particularly its stand against the proposed ASCAP licenses, asserting they should be "modified and clarified" before they can be accepted, and expressing the view that the contracts do not "reflect the opinions and desires of a majority of affiliates in view of the fact that affiliates never were polled for their opinions and desires." The committee which called the initial meeting had conferred with FCC Chairman Fly during the NIB convention in Chicago Sept. 22-23.

The list of invited stations was not divulged, nor were the names of the 19 operators attending, all of whom were pledged to deepest secrecy. It was learned, however, that the five persons signing the invitation were present, as were, among the others, Walter J. Damm, WTMJ, Milwaukee; Henry Slavick, WMC, Memphis; Ronald Woodyard, WING, Dayton; Wesley Dumm, KSFO, San Francisco; Truman Ward, WLAC, Nashville.

It was made clear that only owners of stations or duly appointed proxies of owners attended last Tuesday's meeting and were expected at the meeting this week. No clear-channel stations and no network managed and operated stations were invited, although it is understood all of the stations on the list of 88 are network-affiliated. The plan is to keep the new organization, a name for which has not been selected, utterly free of "network domination". One name suggested at the meeting was Independent Radio Stations, and it was indicated that most of the stations expected to join are located in major markets.

Discussion at the meeting covered the whole gamut of independent broadcasters' problems. None of those present had as yet signed the projected new ASCAP contracts. All of the 19, it was said, had attended the recent NIB convention but they were not satisfied that the organization of NIB into an entity paralleling or rivaling NAB was the answer to their particular problems.

Personnel of the proposed organization was not discussed, but it was generally conceded that a one-man office would probably be able to handle the common problems of the station. All that the group would make public was the text of the telegram calling the Oct. 14 meeting, after which it was said full details of organization plans, name of setup and functions would be released. The telegram read as follows.

"At a meeting of independent regional broadcasters representing 26 stations affiliated with the major networks held in the Drake Hotel here today it was unanimously agreed that there is an immediate need for an organization of independent broadcasters to protect our interests in combating the demands of the superpower applicants before any of these applications are granted, in dealing with the demands of the musicians' union and by immediately acting on the ASCAP license problem, consideration of which has been expedited by the request of the networks for a refund from affiliates on network payments to ASCAP.

ASCAP Opposition

"The group meeting here today believes proposed ASCAP licenses should be modified and clarified before they can be accepted notwithstanding the approval of ASCAP contracts, including the per-program contract, by NAB and IRNA. The group meeting today does not believe these contracts reflect the opinions and desires of a majority of affiliates in view of the fact affiliates never were polled for their opinions and desires.

"Therefore this group is issuing an invitation to you as one of a selected list of independent regional broadcasters to join in a meeting at the Drake Hotel at 10 o'clock next Tuesday morning, Oct. 14, at which time not only the ASCAP license proposals but superpower, musicians' union contracts and other problems of immediate urgency confronting us will be discussed and an organization formed to protect our mutual interests.

"We do not believe an expensive personnel and elaborate headquarters are required to provide effective action, but immediate action is imperative if we are to obtain an equitable solution of these problems. Kindly advise one of the undersigned committee who were appointed today to arrange for next Tuesday's meeting whether or not we can count on your attendance at Chicago on Oct. 14."

Advertising Warned Not to Take Part In Passing Excessive Costs to Public

THOUGH most advertising is clean, Thurman Arnold, Assistant Attorney General in charge of anti-trust law enforcement, stated last Tuesday his office is ready to prosecute cases in which advertising is used to pass excessive costs on to consumers, and to operate in conspiracy to crush new competitive industries.

Before entry into advertising combinations, the plans should first be submitted to a court for ruling, either with or without the Justice Department's consent, he suggested, if freedom of worry from anti-trust prosecutions was desired.

Question exists whether producers have the right to include advertising costs in the sale of their product under new price ceiling regulations, he said. His address was delivered before a joint meeting of the Advertising Women of New York and the Advertising Club of New York.

On the subject of defense, Mr. Arnold said material shortages may tend to curb advertising during the critical period ahead.

Fears that the department may launch an attack on advertising are entirely unfounded, he said. The anti-trust division is not interested in whether advertising is fair or whether it is unfair, since this is a function of the Federal Trade Commission, he added.

No Plan to Prosecute

Stating that cases of prosecution of advertisers are almost always cases with which advertising men themselves have nothing to do, Mr. Arnold listed three typical anti-trust law violations by advertisers. "Full line forcing," which is using advertising to make a product so popular that all dealers must stock it and then refusing to allow dealers to handle it unless they also handle the advertisers full line of unadvertised products, is one form of violation, he said.

Another is when, having built up a demand for his product, the advertiser goes beyond full line forcing and tells the trade they can't carry his product if they carry any competitive products. A third violation, even more common, he stated, is the use of advertising to fix prices, such as a group of grocers in a town who got together and advertised that during next week all beef would be 50 cents a pound. In such cases, he said, the conspiracy does not lie in the advertising, but the advertising is used to further the conspiracy.

Raymond Rubicam, chairman of the board of Young & Rubicam, in an address which traced the development of advertising to its present scope of accomplishment, described the current wave of criticism as natural "at a time when every institution with powerful effects on the public welfare is in question."

TROPHY PROVIDED by WGNY, Newburgh, N. Y., was awarded by the State Junior Chamber of Commerce to the Poughkeepsie chamber, adjudged winner as a result of eight pre-regatta programs. Harold W. Cassill, WGNY executive manager, congratulates Russell W. Hadden, president of the winning group.

Musterole's Spot List Placed on 116 Stations

MUSTEROLE Co., Cleveland (cold remedy), will use 116 stations for its fall campaign of announcements and news, to get under way Nov. 3 [BROADCASTING, Sept. 1, 8]. Most contracts run for 26 weeks with a few for 4 and 22 weeks, placed by Erwin, Wasey & Co., New York. Entire list includes:

WCCO	KSFO	WHAS	WHN
WBEN	KGB	KWKH	WOV
KHQ	KLZ	WWL	WGY
WSB	KOA	WLBZ	WFBL
WBBM	WTIC	WGAN	WHAM
WIRE	WRC	KDAL	WTIC
WBAL	WJSV	WDBJ	WOW
WCLE	WIOD	WRVA	WHIG
WICC	WJAX	KIRO	WBT
KGW	WDOD	WCHS	WFBC
WOAI	WNOX	WCAO	WPTF
KSTP	WFAA	WBZA	WTAM
WGAR	KR'S	WEEI	WADC
KOMO	KPRC	WTAG	WLW
WAPI	KDYL	WLAW	WBNS
WPRO	KSL	WWJ	WKY
WNAX	WTOC	WJR	KTUL
KSOO	WMAZ	WJBK	KOIN
WCSC	WCFL	WOOD	WCAU
WIS	WMAQ	WDAF	WGBI
WSM	WGN	KSD	KYW
WMC	WCBS	KMOX	WPEN
KVOA	WLS	KWTO	KDKA
WALA	WTAD	KWOS	WHP
KARK	WOWO	KFEQ	WJAR
KFI	WHO	WEVD	WMMN
KNX	WIBW	WOR	WWVA
KPO	KFH	WMCA	WSAZ
	XEAW		WISN

P. LORILLARD Co., New York (Old Golds) has bought the Tom Harmon sports review on WJR, Detroit, three evenings a week, through J. Walter Thompson Co., New York.

POWER

—where power counts most!

THE power of a giant tank is almost irresistible as it crashes all before it in a mighty surge of power.

And the power of 50,000 watts, crashing through one of the nation's richest industrial areas, is also irresistible in producing sales.

Yes, the rich Tennessee Valley area, developed from prime power, economically produced by more than $500,000,000.00 worth of dams, is to be the happy hunting grounds of station WLAC.

Find out what that means to you.

COVERED FULLY AND INTELLIGENTLY BY

WLAC

Nashville, Tenn.

J. T. WARD, OWNER F. C. SOWELL, MANAGER

going to 50,000 watts before the end of 1941

PAUL H. RAYMER COMPANY, NATIONAL REPRESENTATIVES

THE STATION OF THE GREAT TENNESSEE VALLEY

FCC Probe Touches News Services

Tries to Show Efforts To Keep News From Radio Stations

PINNING DOWN individual instances in an attempt to show purported coercion exercised on news services by newspapers, to the detriment of broadcast stations seeking press service reports, FCC counsel developed the framework of its case in the press association phase of the Newspaper-Ownership inquiry at a two-day session last Thursday and Friday.

The Commission, sitting en banc, heard testimony of eight witnesses called by FCC counsel, along with rigid cross-examination led by Judge Thomas D. Thacher, chief counsel of the Newspaper-Radio Committee.

With hearings scheduled to resume for two days on Thursday and Friday, Oct. 16-17, no announcement of coming witnesses had been made by the FCC as BROADCASTING went to press. However, it is understood the sessions will continue with testimony by Joseph V. Connolly, president of King Features Syndicate, parent of International News Service, who was on the stand when FCC Chairman James Lawrence Fly recessed the proceedings last Friday, and an appearance by Herbert Moore, president of Transradio Press Service.

It is also thought the FCC will offer some of the corrections called for in Commission exhibits offered earlier in the inquiry, and challenged as to their accuracy by industry counsel.

Commission examination of witnesses was handled by Marcus Cohn, FCC special counsel to whom the press association phase of the inquiry was assigned. Counsel Cohn and Judge Thacher occasionally precipitated snappy exchanges, although the last session lacked much of the fireworks of preceding meetings.

During his examination of witnesses, Counsel Cohn emphasized a series of individual cases in which radio stations had attempted to secure press association news service in the face of strong newspaper opposition, with the opposing papers exercising various restrictive powers on the news service. Both station operators and news service officials were heard in connection with these situations, with the press associations asserting flatly that their radio policies provided open sale of their services to any and all stations with which proper terms could be arranged, and without regard to any newspaper opposition that may develop in particular cases.

The eight witnesses including Mr. Connolly, were Rogan Jones, president of KVOS, Bellingham, and KPQ, Wenatchee, Wash.; W. J. McCambridge, vice-president and general manager of Press Association, and AP assistant general manager; Lloyd Stratton, AP assistant general manager and assistant secretary; Louis Wasmer, owner of KHQ-KGA, Spokane; Edwin M. Williams, UP vice-president and sales manager; Truman Green, advertising manager of the *Tampa Tribune* and in charge of the newspaper's station, WFLA; James D. Poag, counsel of WMRC, Greenville, S. C.

In marked contrast to previous sessions, there was little bickering between the bench and Commission counsel. Mr. Cohn was the fifth member of the FCC legal staff to participate actively in the proceedings. Flanking Judge Thacher, as associate Newspaper-Radio Committee Counsel, were Sydney M. Kaye, New York, and A. M. Herman, Forth Worth, along with Louis G. Caldwell, counsel for WGN, Chicago.

Rogan Jones Tells of Press Service Problems

The press association phase of the inquiry, conducted by Marcus Cohn, special FCC counsel, opened with the appearance of Rogan Jones, president of KVOS, Bellingham, and KPQ, Wenatchee, Wash. Mr. Jones related his difficulties during the last two years in securing press association news service for the two stations.

Mr. Jones stated that the stations had suspended their contracts with INS early in 1940 because the INS regional service available to them was considered inadequate. The stations next used Transradio Service for several months, but decided to dispense with this service also when it was thought that the Transradio bureau in Seattle was to close.

Mr. Jones stated that he was first approached by a representative of Press Association in March, 1941. Early in April a PA contract for the Wenatchee and Bellingham stations was signed, he said, after conversations had shown that AP was anxious to avoid stirring up a 1934 fight in Bellingham between KVOS and the *Bellingham Herald*, an AP member, which at that time had charged KVOS with "pirating" its AP reports for use on the air and sought to prosecute the station.

Mr. Jones continued that a few days after the contract had been signed, and pending final approval by AP, he had been advised that the PA service for KPQ had been approved but that approval of the KVOS contract would have to await a meeting of the AP Board, since the local paper had voiced opposition to the station's use of the service. However, he stated, he had decided to "take a chance" on securing AP's approval of a contract covering both stations rather than proceeding with negotiations to secure UP service for the stations.

Mr. Cohn introduced a series of seven exhibits, copies of letters, telegrams and memoranda, between Mr. Jones, W. J. McCambridge, vice-president and general manager of PA and AP assistant general manager, and other AP and UP officials.

Mr. Jones stated that PA service started on May 13, 1941 at KPQ, Wenatchee. On May 23, he said, he was notified that the AP board of directors had declined to approve the Bellingham contract, whereupon he immediately contacted UP to work out a deal as soon as possible.

He declared UP notified him that its previous offer had been made on a two-station basis, and that it was not interested in a contract for the single station, KVOS. Mr. Jones stated that he approached both INS and Transradio in an effort to secure some sort of news service for the station, which ultimately had no wire news service for six weeks before it finally secured a UP contract.

On May 30 UP offered a new contract for KVOS, Mr. Jones indicated, providing radio wire service at a rate of $130 a week, which amounted to about twice the previously offered price. This offer was accepted, he said, after an arrangement was included in the agreement under which KPQ might eventually secure UP service also. He commented that although the price appeared high, if the KPQ situation were worked into the picture it would become quite equitable.

Mr. Jones' appearance closed with Counsel Cohn and Judge Thacher reading into the record, for about 20 minutes, excerpts from court decisions bearing on the Bellingham newspaper-radio case. The long exchange of legal reading came after Judge Thacher had protested the injection of a "lawyer's argument" into the record. Judge Thacher also held that in view of the court's findings, the Bellingham newspaper's case did not represent an "environment" indicative of the ordinary relations between press services and their clients. Taking issue with Counsel Cohn's emphasis on certain findings in the *Bellingham Herald* case, he commented, "why pick a paper guilty of bad conduct and cite that bad one as typical of all newspapers?"

McCambridge Tells of PA Organization

Second witness called by Counsel Cohn was Mr. McCambridge, PA general manager, who said Press Association had been incorporated in December, 1940, but had not begun to really function until March, 1941. He identified a list of PA radio subscribers, covering 123 stations, Don Lee, and MBS, as of June 30, 1941. Mr. McCambridge explained that PA has access to the entire AP news report, which is rewritten by special editors with view to providing "service for the listener rather than the reader." He pointed out also that PA is 24-hour operation, necessitated by the 24-hour radio service.

Counsel Cohn offered a series of 12 exhibits which traced developments incident to the Bellingham situation and the general question of supplying AP and PA service to radio stations in one way or another. One document to which Mr. Cohn called particular attention was a telegram to Kent Cooper, AP general manager, from 12 Northwest AP newspaper members, asserting their right of protest.

The wire stated that the group of publishers "emphatically protest the sale of the AP news report to radio stations, either in the abbreviated form or otherwise, without the consent of the AP members in the community in which the radio station is located."

Another of the exhibits, a letter to Mr. McCambridge from Joseph Pigney, of the AP staff in the Northwest, indicated that S. A. Perkins, owner of the *Bellingham Herald*, was firmly opposed to serving KVOS with AP reports.

The other exhibits indicated that Charles L. Sefrit, business manager of the *Herald*, also was opposed to any such move, contending that "it will embarrass the *Herald* if KVOS is served the AP news report in view of the court fight between the paper and the radio station."

It was also indicated that the paper "might consider" discontinuing its AP franchise if the KVOS deal with AP went through. The letter to Mr. Jones from Mr. McCambridge, dated April 24, 1941, told of the AP board's action in postponing indefinitely its approval of an agreement with KVOS "because of the situation which developed between AP and KVOS involving a large financial expenditure," i.e. the protracted litigation following the alleged "piracy" of the *Herald's* AP dispatches.

Queried, Mr. McCambridge declared he knew of no instance of a refusal to sell PA service to a radio station where the station and PA could get together on terms. Responding to a question from Chairman Fly, he said PA had not refused any application from a Greenville, S. C., station, since no application had been received, although PA had approached the non-newspaper affiliated station there.

Under cross-examination by Judge Thacher, Mr. McCambridge reasserted that PA service was available to any and all stations on "proper terms". He said he knew of no case where a proper application would be turned down, observing that AP member newspapers have no right of protest against any PA applicants.

Questioned by WGN Counsel Louis G. Caldwell, Mr. McCambridge said that AP serves some 1400 newspapers in the United States, Canada, Latin America and Europe, uses about 300,000 miles

(*Continued on Page 55*)

Congratulations, old man!

Becoming the chief engineer of a radio station is a big job with a lot of responsibility. It's a job which should give you a great deal of personal satisfaction, for it puts you on the road to accomplishing many things you've dreamed of doing.

The roots of your job go deep. For the chief engineers of the past 20 years—through their eternal quest for new and better ways to put a signal on the air—have contributed much to the high technical plane on which the industry is now established.

Now and in years to come, you can count on Western Electric to help you in every way possible to advance the art of broadcasting still farther.

Since radio began, Western Electric has played a leading role in changing it from a dream into a vital part of everyday life. Stabilized feedback, crystal control, vertical radiators, directional antenna arrays, the Doherty high efficiency amplifier, are a few of the improved tools provided by Bell Labs and Western Electric to help you in your job.

And now, although our energies are engaged in cooperating with the Defense Program, you may be sure that our interest, and the interest of our distributors, in broadcasting and in you who are a part of it, is as keen today as in the past.

DISTRIBUTORS:

In U. S. A.: Graybar Electric Co., New York, N. Y. In Canada and Newfoundland: Northern Electric Co., Ltd. In other countries: International Standard Electric Corporation.

Western Electric
EQUIPPED FOR BETTER BROADCASTING

Another Radio Coordinating Agency

New OFF to Give Clear Picture of Defense Policies

DEFINITE indication that the Administration is developing a far-reaching plan for cooperation among existing Government radio agencies for a more effective dissemination of information through radio came last Tuesday when it was learned that President Roosevelt had approved the creation of a new Government agency, the Office of Facts & Figures, to coordinate the work of established Government agencies in presenting a clear and detailed picture of the Administration's defense and foreign policies.

To be set up in quarters now occupied by the Office of Civilian Defense, the OFF administrator would report to Mayor Fiorello H. LaGuardia, OCD chief. It is understood the OFF directorship has been offered to Archibald MacLeish, Librarian of Congress.

Lewis May Direct

Although detailed organizational plans cannot be completed until the chairman is selected, it was indicated that an OFF radio division, presumably to be headed by some well-known industry figure, is to be organized. Probably playing the vital role in the setting up and operating of this group would be William B. Lewis, CBS vice-president in charge of programs, who several weeks ago was called to Washington, on leave from CBS, to serve as expert broadcasting consultant to Director LaGuardia.

It also has been indicated that the OFF radio division would function as part of the big OFF plan, and would not operate as an OCD radio office. It was explained that OCD's radio needs would continue to be served, as heretofore, by the OEM radio division, directed by Bernard Schoenfeld.

Col. William J. Donovan, Coordinator of Information, now organizing a world-wide American information service to combat enemy propaganda, will continue control over external defense radio activities.

Not to Censor

An important factor in the plan to clarify the picture offered to the public will be the Interdepartmental Advisory Committee, headed by Mr. MacLeish, which has already been established, with members from the Departments of War, Navy, State, Treasury, Justice, Interior, OEM, OGR and OCI. Among the representatives on this committee are Lowell Mellett, director of the Office of Government Reports, and Col. Donovan.

Mayor LaGuardia has emphasized that the new OFF would not be used to censor facts essential to complete public understanding of the purposes and progress of the Government. Its purpose was rather to reveal than to conceal the facts of defense and foreign policy, he said. It was also stated that the new agency, which bears the approval of Cabinet members dealing with national defense, will not be a super-press bureau. It will issue no news releases and have no direct contact with information media.

Although OFF is not to displace Government press departments, nor has it the authority to dictate what news should be released and what withheld, its function is to attempt to prevent one department not having all the facts about defense at its disposal from issuing information distorting the overall defense picture, it was explained.

Revelation of the new OFF plan came a fortnight after Mayor LaGuardia had dropped a bombshell into the organized radio ranks of Government agencies by sending each of them a letter from which it was "incorrectly inferred," according to OCD, that OCD would take over coordinating and clearing all Government radio programs [BROADCASTING Aug. 4, Sept. 22].

The letter, termed "unfortunate" by many observers, resulted in a furor of opposition in the affected agencies, and OCD apparently dropped any intention of following through on its request that each agency furnish a complete list of its radio activities to enable Mr. Lewis to familiarize himself with Government radio activity.

"Whatever anybody says, OFF is not a propaganda agency," Mayor LaGuardia declared last Tuesday. "The OFF is a sort of reservoir with a purification process. It's not a news-sheet, hand-out agency. The people are entitled to the facts, and they're going to get them."

The new agency is understood to have been formed principally for two considerations—agitation in Congress for "more facts on both national defense and foreign policy," and insistence by the President that the public not only is entitled to know the facts, outside the narrow field of military information, but also deserves to be presented a body of well-organized facts rather than a hodgepodge.

Mayor LaGuardia also revealed last week several personnel appointments made at his request—Capt. Robert E. Kintner, former Washington columnist, and Lieut. Barry Bingham, publisher of the *Louisville Courier - Journal* and owner of WHAS, who were released by the War and Navy Departments for special duty with OFF, and Dr. Frank King Don called as a special consultant with OFF.

SPECIAL MEETINGS SCHEDULED BY NAB

STARTING last Thursday with the District 7 meeting in Louisville, a tentative schedule for the special series of meetings to be held in all 17 NAB districts before the new year was announced last Friday. The meetings are scheduled in three series.

Tentative schedules as announced by the NAB, are:

District. 1: Worcester, Mass., Oct. 28, Bancroft Hotel.
District 2: Syracuse, N. Y., Oct. 29-30, Syracuse Hotel.
District 3: Philadelphia, Oct. 31-Nov. 1.
District 4: Greensboro, N. C., or Richmond, Va., Nov. 3-4.
District 5: Atlanta, Nov. 5-6 (Georgia, Alabama); Jacksonville, Nov. 7-8. (Florida)
District 6: Memphis, Nov. 17-18, Peabody Hotel.
District 7: Louisville, Oct. 9-10.
District 8: Grand Rapids, Mich., Oct. 13-14. Pantland Hotel.
District 9: Chicago, Dec. 15-16.
District 10: Omaha, Oct. 15-16, Fontenelle Hotel.
District 11: Minneapolis, Dec. 11-12, Hotel Nicollet.
District 12: Tulsa, Okla., Oct. 17-18, Tulsa Hotel (to be held concurrently with AFA Southwestern District convention).
District 13: Fort Worth or Dallas, Nov. 20-21.
District 14: Salt Lake City or Denver, Dec. 8-9.
District 15: San Francisco, Nov. 28-29.
District 16: Los Angeles, Nov. 24-25.
District 17: Portland, Dec. 1, Seattle, Dec. 2.

U of IOWA has issued a bulletin booklet in which the various activities of the university's WSUI, Sioux City, Ia., are reviewed.

Sunnyvale Spots

SUNNYVALE PACKING Corp., San Francisco (Rancho Soups) spasmodic user of radio, heretofore on a small scale, on about Dec. 1 will start for 13 weeks a daytime quarter-hour dramatic serial, three times weekly on 6 CBS stations in the West. Account was closed by Charles E. Morin, CBS San Francisco manager. The broadcast will probably originate in Hollywood. Agency is Lord & Thomas, San Francisco. The station list: KNX KSFO KARM KROY KSL KOY. In addition Sunnydale is using one-minute transcribed dramas five times weekly on 7 western stations—KPO KSFO KNX KFI KARM KSEI KIDO.

Shaler on 46

SHALER Co., Waupun, Wis. (Rislone motor oil), through Kirkgasser-Drew, Chicago, has purchased daily one-minute spots on 46 stations for a week in November. The transcribed announcements, produced by Hal R. Makelim Productions, Chicago, have been placed on the following stations: KADA KOB KGNC KVSO WSB WEEI WBEN WBBM WTAM WFAA KLZ WHO WJR KGNO KTSM KCRC KFPW KPRC WIRE WJAX WDAF KLRA KNX WHAS WREC WTMJ WCCO KBIX WSMB WABC KTOK WOW KYW WCAE KOY KOIN KSL WOAI KSFO KWKH KIRO KGFF KMOX WFLA KOME KANS.

Coca Cola Series Conflicts on Blue

NBC to Hold Stations for Sterling Products Pair

STATIONS which are affiliated both with NBC-Blue and MBS and which have been sold as outlets for both the Coca Cola broadcasts on Mutual and the Sterling Products broadcasts on the Blue have received notice from NBC they will be expected to carry the Sterling Products programs.

In sending the 28-day removal notices to the six stations involved, NBC pointed out that the two Blue programs, *Monday Merry-Go-Round* for Dr. Lyons' toothpowder and *Melody Hour* for Bayer's aspirin, occur at 10-10:30 p.m. on Monday and Wednesday evenings respectively, which is network time, and that the stations are obliged to carry them under the terms of their affiliation contracts with NBC.

Other Dispute Solved

These programs start on Oct. 20 and 22. The Mutual Coca Cola series, to begin Nov. 3, calls for 10:15-10:30 p.m. broadcasts Monday through Friday, and 10-10:30 p.m. on Saturday. Blackett-Sample-Hummert, New York, is the agency for the programs on the Blue; D'Arcy Adv. Co., St. Louis, handles the Coca Cola advertising.

Signing of the Wednesday evening 10-10:30 program relieves NBC of the necessity of settling a dispute between R. J. Reynolds Tobacco Co. and American Tobacco Co.

Sale of the Wednesday evening spot to Sterling got NBC out of the middle of a dispute between two tobacco companies over seven Blue outlets in the West. When R. J. Reynolds Tobacco Co. moved its *Penthouse Party* to the Blue on Wednesdays, 9:30-10 p.m., it requested that these stations be removed from the schedule of the Kay Kyser show, broadcast 10-11 p.m. Wednesdays, sponsored by American Tobacco Co. for Lucky Strikes, under the NBC rule prohibiting continuous broadcast of competitive products. Latter program is a Red Network show, but used the Blue stations in the Western cities as supplementary outlets. When Sterling bought the Blue network 10-10:30 and preempted these stations, the contiguity was removed, automatically ending the dispute.

Old Dutch Mills Spots

OLD DUTCH MILLS Inc, New York (Old Dutch coffee), on Oct. 12 started a series of announcements for 26 weeks on four New York stations, WQXR WOV WHN WMCA. Starting Oct. 13, the company is to sponsor *Spice of Life* Monday through Friday 9-9:05 a. m. on WEAF, New York. Program, also for 26 weeks, features oddities in the news, humor and music. Agency is Peck Adv. Agency, New York.

P. A. Starck Piano Company
MANUFACTURERS
STARCK PIANOS
603 NEWBURY STREET
COR. BROOKLINE AVE. AT KENMORE SQUARE
TELEPHONE KENMORE 6344
BOSTON, MASS.

January
6th,
1940

Mr. George Lasker,
Station WORL,
Myles Standish Hotel,
Boston, Mass.

Dear Mr. Lasker:

You and your organization will be glad to know, that the 920 Club has done a phenomenal job of advertising for us.

After continual advertising for several months with gradual improvement, we finally hit the peak of our business during Christmas week, 1939, and the 920 Club was directly responsible for better than $4000 worth of business that week, at a cost of only $150.

We are glad to state, that in our estimation, the 920 Club has proven to be one of the best advertising mediums in Boston for us.

Wishing you and your organization a very Happy and Prosperous New Year.

Yours very truly,
P. A. STARCK PIANO CO.
F. E. Hemeon
MANAGER

FEH:AmcG

WORL—ONLY RADIO STATION USED!

Selling $4,000 worth of merchandise in one week through WORL advertising is no miracle! Phenomenal sales increases are being registered every day for advertisers using the 920 Club on WORL. The 920 Club, unique in format, with a powerful sales impact—gets results... and by results we mean *sales*. It's America's outstanding radio program.

MOVE MERCHANDISE OFF RETAILERS SHELVES..but fast!

Doughnut sales up 147% in one week! Sales increase over 100% for a soft drink! Whatever your client's product...high priced—medium priced—low priced, the 920 Club on WORL will sell your merchandise in Boston—and in volume!

BUY A PARTICIPATION IN THE 920 CLUB NOW!

15 minute programs are open! Write for availabilities and 15 big success stories today!

950 Kilocycles **WORL** 1000 Watts

MILES STANDISH HOTEL • BOSTON, MASSACHUSETTS

KQW, San Jose-San Francisco, To Become Affiliate of CBS

Agreement Reached With Brunton, to Start Jan. 1; KQW Asks Dismissal of Protest by KSFO

KQW, SAN JOSE-SAN FRANCISCO, will become the CBS Bay Area outlet in lieu of KSFO on Jan. 1 under an affiliation agreement reached by Ralph R. Brunton, president of KQW, with CBS officials in New York last week.

Notice of the shift was divulged in a pleading filed with the FCC last Thursday by KQW in connection with KSFO's opposition to a recent grant of 50,000 watts to the Brunton station on 740 kc. KSFO also is an applicant for this facility with 50,000 watts.

The present KSFO affiliation with CBS expires Jan. 1. The network has not exercised its option to renew and has notified Wesley I. Dumm, owner of KSFO, of the contract with KQW. No details regarding the contract were announced, but it is understood that it does not encompass the project for acquisition by CBS of a 38% interest in KQW.

Opposition Filed

The disclosure of the new affiliation came in the filing of an opposition of KQW to the petition of KSFO for reconsideration of the FCC's action of Sept. 9, granting the KQW application for 50,000 watts, subject to approval of a plan of independent financing. When the Commission granted the KQW application, it simultaneously set the KSFO application for the same facilities for hearing [BROADCASTING, Sept. 15-29].

KSFO, through former Commissioner E. O. Sykes, on Sept. 24 petitioned the Commission for reconsideration of its grant to KQW, contending that the Commission has "unwittingly done a grave injustice" to KSFO. It asked that a consolidated hearing on the competitive applications be set in San Francisco.

In the opposition filed last Thursday, Elmer W. Pratt, attorney for KQW, asked that the Commission dismiss and deny the KSFO petition on the ground that it was not a "party aggrieved or adversely affected" by the KQW grant. It is expected the Commission shortly will consider the KSFO motion and the KQW opposition.

The affiliation contract of KQW with CBS, it is understood, covers its operation on 740 kc. as a 5,000-watt station. It is presumed, however, that provision is made for a revised arrangement in the event the station successfully prosecutes its 50,000-watt construction permit. CBS, because of the competitive picture in San Francisco, long has been desirous of procuring a 50,000-watt outlet.

KSFO, in its quest for 50,000 watts on 740 kc., proposed that KQW be given its present facility on 560 kc. with 5,000 watts day and 1,000 watts night. KSFO at present utilizes the CBS studios built several years ago at a cost of approximately $135,000. Whether these will be turned over to KQW under lease, as a part of the new transaction, was not divulged. It was evident, however, that KSFO proposed to resist, all down the line, the effort of KQW to procure a regular grant on 740 kc.

Sale Commitment

KQW is a sister station of KJBS, San Francisco. It is understood that as one of the conditions to the grant of the 50,000-watt construction permit to KQW, FCC Chairman James Lawrence Fly exacted from the Brunton company the commitment that KJBS would be disposed of, in line with the inferred policy against multiple ownership where duplicating service is involved. It is reported that several transactions involving disposition of the station are under consideration.

Two Morrell Series

JOHN MORRELL & Co., Ottumwa, Ia. (Red Heart dog food), on Oct. 8 started six one-minute live announcements weekly for 11 weeks on KLZ, Denver; and on Nov. 3, five participations weekly on *Mary Margaret McBride*, WEAF, New York for 39 weeks. Company is renewing thrice-weekly participations on *Nancy Craig Booth*, WJZ, New York; and the transcribed thrice-weekly quarter-hour *Shopping With the Missus* on WBBM, Chicago. Morrell for E-Z Cut ham has placed the quarter-hour transcribed shopping program three days a week, 52 weeks, on KDKA, Pittsburgh; WABC, New York; WCAU, Philadelphia. Henri, Hurst & McDonald, Chicago, is agency.

Band Plays On

DESPITE reported threats by the American Federation of Musicians against the Royal Canadian Air Force Band playing on Canadian Broadcasting Corp., networks [BROADCASTING Oct. 6], the RCAF band has started a bi-weekly series of Monday evening concerts on a CBC western network originating at Winnipeg. Air Minister C. G. Power recently was reported as saying the band would play "when and where" it pleased. The new series is being aired as part of a recruiting campaign.

COPPER CONTAINER, hermetically sealed, was placed in the cornerstone of the *Milwaukee Journal's* new Radio City by Walter J. Damm (left), general manager of radio for the company, operating WTMJ and W55M. The box holds transcriptions, including recordings made during the ceremonies. An investment of a million dollars is involved in the project.

Sorry, Mr. Damm!

EDITOR, BROADCASTING:

I would very much appreciate a correction of your item concerning me as it relates to your statement "Some significance attached to the fact that three members of the 1938 NAB reorganization committee—Craney, Edward A. Allen, WLVA, Lynchburg, and Walter J. Damm, WTMJ, Milwaukee—participated in the drafting of the NIB reorganization plan."

While I attended this open NIB meeting for the purpose of "simply looking around", I was not asked to serve nor did I serve on any committee appointed at that meeting to draw up reorganization plans for the NIB.

I believe my name was mentioned after there were several withdrawals in connection with the resolutions committee. As I explained to Ed Allen, I did not feel that I should serve on that committee, and I did not so serve.

WALTER J. DAMM
General Manager of Radio
The Milwaukee Journal

Milwaukee, Oct. 1, 1941

Store Using 6

BLAUNER'S Inc., Philadelphia (department store), has started a radio campaign on six stations in the Mid-Atlantic area for its women's apparel store. Started Sept. 30 and to continue for 52 weeks, a quarter-hour program conducted by Bettina Brown, called *Morning Music Box*, and featuring fashion hints and recorded music, is scheduled Tuesday, Thursday and Fridays at 9 a.m. at each of the six stations. The program originates in the studios of WIP, Philadelphia, and talks are transcribed by Wm. Robinson Labs. for WFPG, Atlantic City; WGAL, Lancaster, Pa.; WEST, Easton, Pa.; WTNJ, Trenton, N. J., and WILM, Wilmington, Del. Agency is Harry M. Dittman, Philadelphia.

Join KDAL, Duluth

RECENT additions to the staff of KDAL, Duluth, Minn., are Bob Owens, salesman, formerly of KWNO, Winona; John Otsby, from WDSM, Duluth-Superior; Charles Ross, announcer from KMPC, Beverly Hills, Cal.; Helen Green, bookkeeping; Bea Lade, publicity and promotion from WDSM.

100 kw. Shortwave To Orient Planned

Wesley I. Dumm Proposes to Build Powerful Outlet

ESTABLISHMENT of a new 100,000-watt international broadcast station in San Francisco, to serve the Far East, Australia and Central and South America, is proposed in an application filed with the FCC last Wednesday by Wesley I. Dumm, owner of KSFO, San Francisco.

With the inferred blessing of Col. William J. Donovan, coordinator of information for the President, the application is expected to receive expeditious handling. Col. Donovan's office, which is supervising external communications and intelligence, has been deeply interested in broadening the scope of international broadcast service. Nathan David, former FCC attorney, is the radio liaison officer of Col. Donovan's office.

Dellar Would Direct

Said to involve approximately $150,000 in construction costs, the new station proposes to use a 100,000-watt General Electric transmitter, described as the highest powered international broadcast unit in this country or possibly in the world.

The station would be built in San Francisco and operated, from the programming standpoint, in conjuction with KSFO. Lincoln Dellar, general manager of KSFO, is slated to become the directing head of the international transmitter, under Mr. Dumm's supervision.

Precise frequencies to be used by the station were not disclosed, though it was expected that wavelengths in several bands might be designated to provide beamed service to various outlying areas. There was some speculation as to whether frequencies now used by other international broadcast stations might not be assigned on a time-sharing basis to the projected new transmitter to accomplish this result. Moreover, the time differential might make this expedient, it was pointed out.

KGEI, General Electric station in Oakland, is the only other international broadcast unit on the Pacific Coast supplying service to the Far East.

Because of the desire of the Government to improve international broadcast service, it was expected that priorities and other possible obstacles to prompt construction would be overcome through Government intercession.

NBC Gets Bowls

NBC has signed a five-year contract covering exclusive broadcasting rights to the annual Rose Bowl football games played New Year's Day in Pasadena, and this year also will have exclusive coverage of the Sugar Bowl game Jan. 1 in New Orleans.

America's Oldest Station

DECLARES A DIVIDEND!

The Station Most People Listened to First! Joins the Network they Listen to Most!

To Spot Radio Advertisers, 50,000-watt Westinghouse Station KDKA has become a bigger buy than ever! For *more dials* than ever, throughout the booming Tri-State Area, will stay tuned to KDKA by day and by night, stimulated by the unmatched leadership of NBC RED programming.

And when we say "unmatched" ...we mean just that! For instance:

NBC RED had the *highest* average daytime audiences . . . the *highest* average nighttime audiences . . . during *every* month of 1940. And during *every* month of 1941 so far! First in top-ranking programs, too, NBC RED boasts *seven* of the top *ten* network shows now on the air . . . more than twice as many as all the other networks combined!

Add that kind of programming to the power and prestige of KDKA—which ALONE blankets the *expanded* 71-county Pittsburgh market of today—and you have a story typical of the kind of leadership NBC offers to spot and local radio advertisers in *11* great American markets . . . the Golden Zones where money flows freely and products sell fast!

Check the list of NBC Key Stations yourself . . . then ask to hear the *whole* story. A phone call to your nearest NBC Spot Sales Office will bring it in a jiffy!

NBC
Key Stations
in 11 Vital
Markets
Tops for Spot and Local Radio Advertisers
WEAF . . . . NEW YORK
WJZ . . . NEW YORK
WMAQ . . . CHICAGO
WENR . . . CHICAGO
KGO . . SAN FRANCISCO
KPO . . SAN FRANCISCO
WRC . . . WASHINGTON
WMAL . . WASHINGTON
KOA . . . . . DENVER
WTAM . . . CLEVELAND
Westinghouse Stations
WBZ . . . BOSTON
WBZA . SPRINGFIELD
KYW . . . PHILADELPHIA
KDKA . . . PITTSBURGH
WOWO . . . FT. WAYNE
WGL . . . . FT. WAYNE
General Electric Station
WGY . . . SCHENECTADY
Represented by
NBC SPOT & LOCAL SALES
New York · Chicago · San Francisco · Boston
Washington · Cleveland · Denver · Hollywood
NATIONAL BROADCASTING COMPANY
A RADIO CORPORATION OF AMERICA SERVICE

Tillamook Gets $10.90 for Every $1

Coast Creamery Has a Radio Formula That Works on Low Budget

By DAVID M. BOTSFORD
President and General Manager
Botsford, Constantine & Gardner

WHEN the trumpets blare and the expensive comedians tear off gags and the guest stars perform for their fancy checks, the men who made Tillamook just sit back and smile. For the peaks in the audience surveys mean nothing for them. Instead, they are riding along contentedly with a low-cost regional network program that brings $10.90 for every $1 spent on advertising —principally radio. This great creamery cooperative on the Coast needs only a moderate budget to command a premium price from the buying public. And Mr. Botsford tells why.

SET A MAN and a woman to talking about good eating—buy them 15 minutes on six radio stations every Friday morning for $336 — insert a few mentions about a cheese you'd like to sell — nothing very sensational about it all, is there? The Tillamook County Creamery Assn., started doing just this nine years ago. They're still doing it.

Mr. Botsford

Tillamook embarked on the Pacific Coast NBC-Red network in 1933 with seasonal campaigns via the participating program, *Woman's Magazine of the Air*. Every spring and fall the association came back on WMA until 1936, when it took that program's master of ceremonies, Bennie Walker, and its own cooking expert, Nancy Parker, and built a quarter-hour show around the two.

All the Year

Today there's nothing seasonal about Bennie Walker's *Tillamook Kitchen*. Every Friday morning 9-9:15 listeners to KPO KFI KMJ KGW KOMO KHQ hear it as regular as clockwork, month in, month out, the year 'round as it wings to the West from NBC's San Francisco studios to those six Pacific-Red stations.

Unglamorous is the program in an industry loaded with high-priced variety shows and solid five-a-week dramas. But colossal are the results—colossal enough for the most sensational show.

Tillamook County Creamery Assn. is made up of 17 farmer-owned cheese factories in Western Oregon's lush Tillamook dairy region. Preston Williams is president. Carl Haberlach is manager and has been since the group was formed over 20 years ago. Each year the association produces nearly 10,000,000 pounds of cheese and butter valued at 1¾ million dollars and distributes them along the Pacific Coast.

Tillamook members pay 4/10-of-a-cent per pound of cheese for advertising purposes. Their secretary, manager and the agency, Botsford, Constantine & Gardner, work out the plans. A part of that budget goes into insertions in *Sunset Magazine*, a percentage goes to recipe folders and direct mail. The greater proportion ends up in the Tillamook NBC-Pacific Red network radio program.

Does the advertising work? Listen to this! For every dollar spent by the cooperative, $10.90 has been returned. A clear profit of $9.90! For *Tillamook Kitchen* not only increases demand for a highly competitive product—actually it even maintains a price advantage for members of the cooperative. From 1903 to 1918 with no advertising, Tillamook prices remained practically on a level with those of Wisconsin cheese. Since advertising, Tillamook has enjoyed a price advantage over Wisconsin *every year*. Since radio advertising was inaugurated that advantage has never fallen below 2c per pound. In 1940 the advantage was 3.33c or a total extra return to the producers of $327,449.61 on the basis of cheese production that year. In its advertising history Tillamook has spent $574,456, and brought back in price gains alone $6,279,782.

Not Among Survey Elite

If "radio success" is synonymous with "high rating" in your mind, this Tillamook experience story will hardly fit. For Bennie Walker's *Tillamook Kitchen* doesn't attract a large radio audience. It rates regularly around a humble 2 in the Hooper and Facts Consolidated surveys.

Advertiser and agency look at it this way—the 130 most popular evening network programs pay an average of $3,685 a show for talent, according to a study recently made. Assigning a 10% pro rata share to this for covering the Pacific Coast gives a night average program cost of $369. The average evening Hooper network program rating on the Pacific Coast NBC-Red network is around 10. This means that the average Pacific advertiser pays $37 a point for audience.

Now take the *Tillamook Kitchen*. Its rating is 2. Its talent cost (lowest of any NBC program) is virtually the same per point as the big night shows. But Tillamook pays exactly one-half as much as the night shows for time, on the very same line-up of high-powered network stations. So Tillamook's radio advertising is, therefore, just twice as efficient. The big difference between Tillamook's effectiveness and that of the high-rated programs is the difference between *extensive* and *intensive* advertising.

Probably the *Kitchen's* rating in rural areas is higher than in the cities where surveys are made. But even assuming that the 2 rating applies to the whole of Coast Red's 2½-million daytime radio families, Tillamook speaks weekly to 50,000 Western homes at an over-all time and talent cost of 8 mills apiece. And these are loyal, intensely interested, *buying* homes.

Tillamook keeps track of its audience by frequent premium and contest promotions. In both it sensibly correlates awards with its product, keeps expense at a minimum. Prizes are grills, covers to keep cheese fresh, tablecloth sets, cheese graters, cheeses. Premiums are cheese recipes, cooking booklets, picnic-planning folders, binders to hold loose-leaf recipes, stamps, kitchen decorations.

A sales slip or a piece of cheese rind bearing the stamped trademark "Tillamook" must be enclosed in each letter, sometimes accompanied by coin. The response, overpowering in more ways than one, makes the NBC mail room an appetizing place during Tillamook "deals".

Near the Top

Mail response per listener reaches a terrifically high figure. Thirty-two thousand recipe requests were received in one year from radio time and magazine space. A campaign offering a metal cheese grater for a rind plus 25c exhausted the supply of 10,000 in a few months. Ordinary promotions pull in four figures monthly, regularly put this exclusively Pacific Coast show among the top 25 NBC programs nationally for mail response.

Tillamook Kitchen doesn't fit any of the pat formulas for successful radio programs. What it does have is perfect correlation between program content and commercial content. When the sales plug is inserted, it appears as a natural continuation of rotund, good-natured, food-loving Bennie Walker's cheery patter. As the *Portland Oregonian* wrote in its radio column last May 16, "Bennie's appetizing recipes are known famously from host to host... you can practically smell his concoctions over the radio."

And of course Walker brings to *Kitchen* the vast following he has won through a dozen years as m.c. on NBC-Red's *Woman's Magazine of the Air*, KGO's *Homestead Amateur Hour* and hundreds of personal appearances up and down the Coast.

What does all this prove for others? We think several things:

1. Regional radio can be successful for advertisers with a budget of little more than $400 a week.

2. A program can be successful without high-priced music, drama, stars—or even quiz!

3. Daytime radio can be successful without the necessity of programs three or five times a week.

4. Radio offers a prime opportunity for small food cooperatives, wherever located.

We have found our one 15-minute program a week an effective and economical basis for a campaign covering the West Coast market.

New Chicago Newspaper Shows Interest in Radio

CHICAGO'S new morning newspaper, financed by Marshall Field III, will devote considerable space to news of radio, it was stated by Publisher Silliman Evans at a press conference held last week at which the appointments of Editor Rex Smith and Managing Editor George DeWitt, formerly managing editor of *Washington Times-Herald* were announced.

Mr. Smith, editor of *Newsweek*, and who has supervised the production of the current weekly quarter-hour, *Ahead of the Headlines* sponsored by the publication on NBC-Blue, said he considered radio one of the most important news fields, and newspapers generally have not done as adequate a job as the national news magazines on the coverage of radio. The radio editor will be announced shortly, it was said.

In the meantime promotional plans, which include radio, are going forward with the announcement of a $10,000 contest for the selection of a name and the best reply to the question, "Why does Chicago need another morning newspaper?" An intensive schedule of spot announcements will be placed on Chicago stations through Schwimmer & Scott, Chicago. It is expected that the paper will be in publication by the first of the year.

STANDOUT facts

"There is no station on the White King schedule that is doing better than KLZ when it comes to rendering co-operation." Multiply that voluntary statement from the Raymond R. Morgan Company by the number of KLZ accounts, and you'll have some idea why KLZ's merchandising service is a STANDOUT in the minds of advertisers throughout the country . . . why program productiveness is higher on this station than in most places.

When Hugh M. Woods, president of the mercantile company bearing his name, signed a recent KLZ renewal, it marked the 14th year of association between the two companies . . . established Mr. Woods as KLZ's oldest advertiser. Like many another Denver merchant, Mr. Woods credits radio with a large share in his business success . . . uses the city's STANDOUT station exclusively.

"Sheer genius!" they're saying of "Junior Genius" —a KLZ kid show that is piling up fan mail from six states at a pace unusual even for this station. Produced on Saturday mornings, "Junior Genius" is a striking demonstration of two important points for advertisers: 1. KLZ's programming and production experts know how to build STANDOUT shows; 2. There's no such thing as poor time on this station . . . a 'round-the-clock audience stays with KLZ, every day in the week.

With increasing use of spot copy, advertisers are viewing approvingly KLZ's array of STANDOUT Fall and Winter shows . . . knowing that a larger-than-ever audience stays tuned to this station. With station mail more than double last year to date, advertisers are finding KLZ's audience bigger, more responsive, than ever.

Is your market the rich, populous, balanced Rocky Mountain zone east of the Great Divide? Do the buying regions of Colorado, northern New Mexico, Wyoming and western Kansas and Nebraska, with their lush farms and teeming industrial and mining centers, offer profit for your products? Then reach them, economically, efficiently and completely, through Denver's STANDOUT station . . . the pioneer station of the West . . . KLZ.

DENVER'S **STANDOUT** STATION

5,000 WATTS

AFFILIATED IN MANAGEMENT WITH THE OKLAHOMA PUBLISHING COMPANY AND WKY — REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

Federal Warning on New Tax Indicates Widespread Violation

Price Quotation Attributing Increase Is Due to Recent Levies and Liable to Heavy Penalty

EXTREME CAUTION must be exercised by stations and advertising agencies quoting prices on articles subject to the new Federal manufacturers' excise taxes, as the result of a warning by Commissioner of Internal Revenue Guy T. Helvering.

Mr. Helvering warns that any person stating in writing or orally that any part of the sale price of such articles consists of a tax imposed by the Federal Government and knowing that such a statement is false or that the tax is not as great as the portion of the sale price attributed to the tax, may be subject to a $1,000 fine or to imprisonment for a year or both.

Many Violations

Special agents of the Bureau have been instructed to be on the lookout for such violations, which, it is understood, are fairly widespread evidently due to a misunderstanding of the law or inaccurate interpretation. Mr. Helvering said a published statement that manufacturers are prohibited from quoting the tax separately, although they may add the tax as an element of cost and thereby raise their prices, is incorrect. However, he said, when the tax is passed on, the manufacturer may bill the amount of the tax as a separate item or include such amount in the sale price of the article.

Leon Henderson, administrator, Office of Price Administration, has asked manufacturers, wholesalers and retailers dealing in articles subject to the excise taxes to exert their utmost efforts to prevent price increases to ultimate consumers exceeding the actual amount of the additional taxes.

Manufacturers excise taxes, that is taxes which must be paid before the goods are sold to jobbers or retailers, effective Oct. 1, apply to such articles as electric, gas, and oil appliances, including flat irons, fans, stoves, mixers and vacuum cleaners; to a large list of rubber products, excluding footwear, and to electric light bulbs. Such articles as automobiles, tires, tubes, radios and household refrigerators already carry excise taxes, but under the new law the amount has increased double or nearly double.

Seek Prosecution

The Bureau of Internal Revenue will first seek prosecution of the merchant, who for example, increases the price of an article 20% to cover a 10% tax, and then advertises that the entire increase is due to added taxation; and second, any dealer who, by purchasing in large quantities, undersells smaller competitors and calls attention to his accomplishment by telling the public, through advertising, "we absorb the tax". The only articles taxed on the retail price are furs, jewelry and cosmetics.

Tax on Old Stock

Another violation, considered to date as inadvertent by the bureau, is the practice of charging consumers a tax on goods in the retailers hands before Oct. 1. The manufacturers excise taxes apply only to articles delivered to retailers after that date and Treasury Department officials have told consumers they need not pay such taxes if they can determine that the goods were on hand before that date.

Section 3325 of the existing Internal Revenue Act provides that anyone who knowing his statement to be false "leads anyone to believe that the price or part of the price of any article subject to a manufacturers excise tax is due to the imposition of an internal revenue tax shall be considered guilty of a misdemeanor and shall be subject to a fine of $1,000 or a year imprisonment or both."

The Act, which became effective Oct. 1, provides "that whoever . . . makes any statement, written or oral, in advertisement or otherwise, intended or calculated to lead any person to believe that the price of the article does not include the tax imposed . . . shall on conviction thereof be punished by a fine of not more than $1,000."

FIRST FM commercial contract in the Deep South is the claim made by W45BR, FM affiliate of WJBO, Baton Rouge, La. Watching T. J. Daigre (right), local Coca Cola dealer, affix signature is H. Vernon Anderson, WJBO - W45BR vice-president and general manager. The beverage firm is sponsoring all Tulane games on W45BR. Club Chanticleer has signed to broadcast all high school games.

Oelwein List

OELWEIN CHEMICAL Co., Oelwein, Ia. (Occo Mineral Compound), has started a 26-week campaign using a thrice-weekly schedule of one-minute announcements on WNAX KWAT WDAY KGDE KATE KFAM KROC KYSM WLS KMA WHO, and a quarter-hour news broadcast on WMT, Cedar Rapids, Ia. Agency is Cary-Ainsworth, Des Moines.

Rit Announces

RIT PRODUCTS Corp., Chicago (tints and dyes), has started a campaign of 15 one-minute transcribed announcements weekly on 20 stations, continuing for the balance of the year. Agency is Earle Ludgin Inc., Chicago.

Industry Is Expected to Get Off Easily In Probe as Clark Praises Fair Policy

PRESAGING a comparatively easy time for radio, as against motion pictures, when broadcasters are called to testify on the alleged use of radio for pro-war propaganda purposes, Chairman D. Worth Clark (D-Ida.), of the Senate Interstate Commerce subcommittee holding hearings on a Senate resolution proposing a full-committee investigation of charges that radio and the movies are being used to arouse interventionist feelings, in an Oct. 4 CBS broadcast from Washington declared that "by and large the radio networks have been eminently fair in granting time to both sides on debatable public questions."

Handled With Fairness

"If they had not been, I would not be speaking to you tonight," Senator Clark commented. "If one of our interventionist Senators gets 15 minutes to whoop it up for war, then anti-war Senators can usually get 15 minutes to reply.

"So to this extent, at least, the radio industry has handled its enormous power with fairness and without discrimination. Whether, however, war propaganda has crept into the radio programs to an unwarranted degree is a question for future study."

Since the subcommittee hearings started Sept. 9, observers have seen definite indications from members' comments that radio would have little difficulty in meeting and refuting the propaganda charges [BROADCASTING, Sept. 15, 22].

More Movie Witnesses

With several more movie industry witnesses scheduled to appear before this phase of the inquiry is completed, it is thought hearings on the radio phase could not possibly start before early November. In some quarters it is even predicted that the radio phase will not be covered, since radio was not the primary target of the proceeding and since committee members appear cognizant of its efforts to remain nonpartisan.

Simpson Charges Biddle Censorship

Claims U. S. Official Was Factor in Cancellation

CHARGING New Deal censorship in prompting cancellation of a Sept. 30 NBC broadcast by Attorney General George F. Barrett, of Illinois, Rep. Simpson (R-Pa.) in a prepared statement last Wednesday declared that the situation "appears to merit inquiry" by the House Committee on Interstate & Foreign Commerce. He charged that U. S. Attorney General Biddle had been instrumental in bringing about cancellation of the broadcast, which had been arranged and cleared with NBC several weeks in advance.

According to Rep. Simpson, Attorney General Barrett, scheduled to address an Indianapolis meeting of the National Assn. of Attorneys General on Sept. 30, had submitted his speech, termed "a vigorous attack upon Communism and Fascism and an appeal for a restoration and revitalization of American constitutional procedures in Washington," to NBC a week before the broadcast.

Censorship Charged

The speech was cancelled after a conference between Attorney General Biddle and Earl Warren, of California, president of the association, Rep. Simpson declared. Mr. Barrett, resigning from the association, later delivered his address over an Indianapolis station, he added.

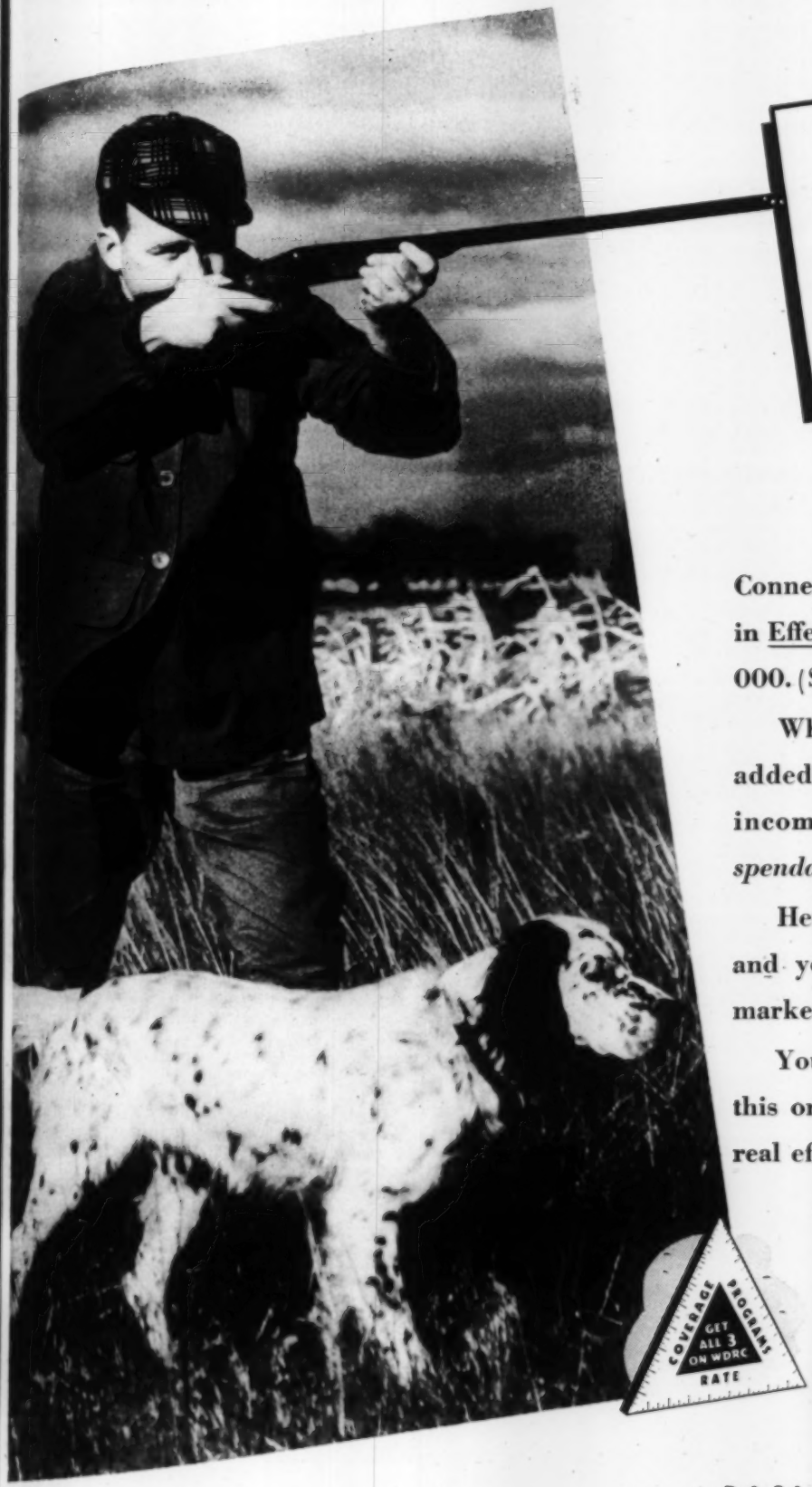
"This is not an isolated case of New Deal radio censorship," he commented. "There have been many other instances recently which suggested growing radio censorship by the Administration —a most unwholesome and thoroughly un-American development. I think it proper for our committee to inquire whether Attorney General Biddle influenced this cancellation.

"Suppression of free speech must not be tolerated in America. If our great broadcasting systems have been so intimidated by the FCC that a mere nod from the U. S. Attorney General can cancel a broadcast arranged weeks in advance, then we have arrived at Government censorship of the radio as complete as that which prevails in the dictator countries of Europe."

Alkine Placing

ALKINE Co., New Brunswick, N. J. (Flem-O-Lyn) on Oct. 27 starts participations on *Ramona & the Tune Twisters*, Monday, Wednesday and Friday 10:45-10:55 p. m., on WOR, New York. At the same time company is planning an intensive campaign of spot announcements, participations and programs on 10 stations in three markets, also to get under way during the latter part of this month. Redfield - Johnstone, New York, handles the account.

AIM YOUR ADVERTISING AT THIS



Connecticut's INCREASE over last year in Effective Buying Income is $424,000,000. (Sales Management's current report).

When this amazing sum of money is added to Connecticut's normally good income, *this state leads the country in spendable money per family.*

Here's a target worth shooting at—and you can score a bull's eye in this market by using WDRC in Hartford.

You cover the best part of the state on this one station—at a low cost and with real efficiency.

WDRC

CONNECTICUT'S PIONEER BROADCASTER

5000 WATTS • HARTFORD

☆ BASIC CBS FOR CONNECTICUT

FOLLOWING A MYTHICAL visit to the plant of Swift & Co., Chicago, on the early morning *Breakfast Club* sponsored thrice-weekly on NBC-Blue by the company, Don McNeill (center), m. c. of the program, buckled down to breakfast bacon with these executives of Swift (l to r): H. H. McKee, asst. general superintendent; J. A. Revelle, general plant sales department manager; R. H. Gifford, branch house sales department manager; L. O. Alkire, table-ready meats department manager; Mrs. B. B. McCain, home economics director; and G. J. Stewart, vice-president. On the table were bacon (Swift) and microphones.

ASCAP Contract Plan Fair, Says IRNA-CBS Committee

Holding that the request of CBS for reimbursement by affiliates of a portion of its expenditures for ASCAP music is "fair under the circumstances", the CBS committee of Independent Radio Network Affiliates on Oct. 2 sent to all CBS outlets a letter urging approval of the contract provisions.

The letter is a sequel to that dispatched by the NBC committee of IRNA last month to NBC outlets. Members of the CBS committee are John A. Kennedy, WCHS, Charleston; Don S. Elias, WWNC, Asheville and I. R. Lounsberry, WGR-WKBW, Buffalo. The letter follows in full text:

You have received from the network copies of the proposed ASCAP contracts and its letter of analysis.

You also have received an analysis prepared by the NAB.

We believe that no purpose would be served by repeating the explanations given in these various communications and we have no wish to add to the volume of material which you will have to go through in arriving at your decision on this subject. However, there are certain points of major importance, or points which we feel have not been sufficiently stressed, which we would like to make in this letter.

In the first place, we do not think that the ASCAP contracts are perfect, but we do believe that they are the best that can be obtained; and that they are more fair and equitable than most of us thought would be possible.

Music Victory

We believe that the reporting provisions required under the per program contract are much more voluminous than need be, but ASCAP has claimed that the information called for in these agreements is the minimum with which they can get along. They take the position, however, that they have no more wish than the stations to handle unnecessary paper work and that as experience shows that some of the forms are unnecessary, or that they are calling for greater detail than is necessary, they will consider the matter with an open mind.

Another point we should like to make is that this music victory is one of which the entire industry should be proud. It never could have succeeded without the support of all elements in the industry—networks, affiliates and independents. A united industry did the job. We went into this fight with the understanding that no element of the industry was going to try to take care of itself and stick the cost on another element of the industry. That is, that we weren't going to try to load all the costs on the network, and vice versa, that they weren't going to load them off on the stations.

An analysis of the costs of music which was contained in the network letter shows how substantial have been the increased music costs to the network and how substantial the savings to stations. We don't think that there is any use in repeating or amplifying the figures with which you are already familiar, but we do think that they clearly demonstrate a good deal is now being offered. Likewise we feel they completely justify us in urging upon you your prompt agreement to help get ASCAP music back on the air on network programs.

Columbia has given its assurances that it will continue to give adequate support to BMI over a long period. We quote Mr. Klauber's letter:

"Broadcast Music Inc. should be strongly and adequately supported by the entire industry in order that we may never again find ourselves without an alternate competitive source of music. This company is willing to bind itself to giving such substantial support so long as the stations are willing to maintain BMI."

We believe that this removes all doubt that BMI can and will survive if the broadcasters generally want it to and most certainly we think that it should.

In Close Touch

We would further like to point out that as members of the IRNA Negotiating Committee we have been in close touch with the developments in the music copyright situation ever since it began to look as though a solution with ASCAP were possible. We consulted and advised with Columbia last July, before it made its original offer to ASCAP, and we have been advised and have sat in on meetings, from time to time, ever since.

When the terms of an agreement were finally about settled, we attended a joint meeting with the NAB Executive Committee and gave our approval to the agreement. It is this agreement which has since been reduced to final contract form and which was mailed to you last Saturday.

It is because of our familiarity and participation in these negotiations from the beginning of the present controversy that we even presume to take the liberty of calling this situation to your attention.

We are not attempting to give you any advice upon which form of local contract, if any, you should take out for your local operations. We do believe that the network's request for reimbursement is fair under the circumstances, and take this method of announcing that individually in behalf of our stations and as members of the IRNA Committee that we will sign the agreement to reimburse Columbia on the basis suggested in its letter.

Ringside Seat

LISTENERS may envy the MBS engineer handling the ringside equipment for the broadcasts of the 20th Century Sporting Club fights, but they shouldn't. Lou Powers, an ardent fight fan, was glad to get the job until he found out his equipment was located directly below the ring platform. He can't see a thing, and what's more he's had to monitor the Spanish descriptions shortwaved to Latin America and can't understand a word.

Craney Criticizes Rebate to Network

Argues Chains Continue to Cloud the Music Issue

Contending that the networks wish to "continue to cloud the music issue," Ed Craney, operator of KGIR, Butte, and the Z-Bar Network, and leading proponent of a per-use method of music payment, last Tuesday telegraphed NBC that he could not agree to "rebate any percentage of gross network receipts for music". His telegram follows:

Cannot agree to rebate any percentage of gross network receipts for music. Your acceptance of blanket license indicates your controversy with ASCAP has been one of dollars and cents only. Your statement that advertisers not using music would demand a reduction in rates shows you wish to continue to cloud music issue. Just why should you force one advertiser to help pay the music cost of another advertiser when you do not follow the same procedure either with special talent cost or in forcing all advertisers to use the complete facilities of your network?

An Open Market

You say it is impossible for you to dictate to a client whether he use BMI or ASCAP music. May I ask why you should have the power to do this any more than it would be right for you to force all advertisers to use the same artists? It is time you face the issue honestly. We can only have a free and open market for music if it is purchased on a use basis. This is the only way to assure today's unknown composers an opportunity to be heard and paid for their talents tomorrow.

You know as well as I that all radio can exist and thrive on but a single blanket license and that with ASCAP. Your blanket license theory, a dollar-and-cents deal favorable to you only, puts all music negotiations back where they were in 1932 and the fight shall continue. I wonder if this time, though, the non-ASCAP user advertisers will not have something to say. I started early this year to give a reduction in rates to those not using music or clearing music at the source. This is the honest way to conduct your business. It complies with the intent of the Government's consent decrees. Your blanket license theory does not.

Du Mont-RCA Video Pact

CROSS-LICENSING of patent licenses between RCA and Allen B. DuMont Labs., was announced last Tuesday by Allen B. Du Mont, president of the firm bearing his name. Under the plan Du Mont is licensed under standard RCA patent license agreements. Du Mont in turn grants RCA a non-exclusive nontransferable license under Du Mont patents.

Storer Letter to Networks Gives Basis For Opposition to ASCAP Contracts

EDITOR'S NOTE: *George B. Storer, president of the Fort Industry Co., operating WSPD, Toledo, (NBC-Red), WWVA, Wheeling, (NBC-Blue); WMMN, Fairmont (CBS); WAGA, Atlanta (NBC-Blue); WLOK, Lima, O. (NBC-Red), and WHIZ, Zanesville (NBC), also is president of the Standard Tube Co., of Detroit, a steel manufacturing company. In the following letter sent to both NBC and CBS, he outlines his objections to the proposed ASCAP contracts for return of its music to the air. Because of the intense interest in the whole subject,* BROADCASTING *publishes the letter in full:*

Your communication of Sept. 26, together with the accompanying alternate proposed forms of contracts with ASCAP have been read and re-read by the writer.

At no time since the inception of broadcasting, I suppose, would cooperation between different elements within the industry be more beneficial.

Therefore, it is with great reluctance that I must inform you that my associates and I would prefer not to accede to the terms currently offered by ASCAP.

The basis for our reservation of the acceptance of these proposed contracts is simple.

Partial Use of Catalog

We only desire a license to use music belonging to a licensor upon a per use or per piece basis.

We can see no fundamental reason why the *partial* use of ASCAP's catalog should compel us to pay a license fee on *all* of our net revenue.

As an illustration—Some years ago in the manufacture of welded steel tubing, in which industry the writer is also engaged, two different patented methods of tube manufacture were developed. The oxy-acetylene method and the electric resistance type.

We were licensed under both patents. We paid a royalty on each foot of electric resistance welded tube sold, and likewise a separate license fee per foot of tubing produced by the oxy-acetylene method.

Now the electric weld method, like ASCAP, was entitled to a larger license fee than was the case with the oxy-acetylene method.

However, as time passed we continued to use both processes and the oxy-acetylene process improved greatly, being prodded by the necessity of competing with the electric process. Consumers and manufacturers thus had available the alternate processes, resulting in lower prices and costs and a healthy competitive situation.

To continue the illustration and analogy, how utterly stupid we would have been to have agreed to pay a royalty on *all* of *our production* to the owners of the electric process, irrespective of whether our product was made by the electric method or by some other method. What possible chance would have been afforded the owners of oxy-acetylene method to develop their process? Gradually we would have found ourselves at the mercy of the owners of the electric process.

Now I submit that the above illustration is exactly applicable to the present ASCAP and BMI relationship to the broadcasting industry.

Why should we pay a license fee on *all* of our *net sales* for the *partial use* of ASCAP music?

The fact that we are willing to accept a blanket license from BMI, a creation of the broadcast industry, as a temporary expedient, does not of itself imply that such action is sound. Rather to the contrary. It is just as unsound as the proposed payment on total net sales' volume to ASCAP.

Danger of Monopoly

We quite agree that it behooves the broadcast industry to make available to the listening public and to the radio advertisers a complete catalog of music.

However, I feel that to agree to pay a license fee precentum on the total volume of income for the partial use of any music catalog is a complete fallacy.

In only a short time broadcast stations in the interest of economy will choose to pay such a blanket fee to a single music licensor. This action will result in a growing monopoly which will have to be fought all over again.

I do not agree with the statement that it is impractical for ASCAP to supply a catalog. Whenever the writer has had something for sale my customers have always had the right to know exactly what they are getting, and most of them have been very careful to exercise that right.

The statement has been made that an analysis shows that a few hundred ASCAP tunes are regularly used. A cross-indexed file could be supplied covering these with lesser known works available on application.

A low cost blanket license fee covering both BMI and ASCAP tunes used in sustaining programs, theme, and background music, would, I feel, be acceptable.

A Sound Basis

However, we feel that a per piece, cleared at the source contract with ASCAP or BMI is the only sound basis for payment on commercial programs.

The writer is sympathetic with your desire to return ASCAP music to the air speedily via your network, and especially so since one network has chosen to secure a temporary advantage by accepting ASCAP's proposal.

We wish to reserve final decision on this proposal until the attitude of a substantial majority of the network affiliates has become evident. Were it not for the fact that we sincerely believe that in acceding to the network portion of ASCAP's proposal a wedge will be furnished which can be used to breakdown the entire broadcast industry's independence, we would accept at once without such reservation.

It is not the amount of the 2¾% payment which impels us to write as per the above, but rather the hope that we may persuade you and others that a blanket license accepted at this time in the interest of expediency will prove to be unfortunate later.

Detroit, Mich.
Oct. 2, 1941

GEORGE B. STORER

Stations in Miami Area On Duty During Storm

ALL THREE of the Miami area stations — WKAT, WIOD and WQM—were mobilized last Monday in a public service gesture to warn residents of the near-hurricane storm that struck 13 miles south of the Florida city. Although not as fierce as expected, the storm allowed the stations to rehearse the role that they would have played in an emergency.

WKAT went on the air at 6 a. m. Monday interviewing mayors of the communities in the storm-struck regions and when it was indicated that Sarasota was in the path of the storm, a special broadcast of preparations in that city was carried. WIOD carried weather bureau bulletins and countless other public service features. During the night WIOD's mobile unit went to the Red Cross disaster headquarters where a special program was originated. WQAM served throughout the emergency describing preparations for the storm and enlisting the aid of volunteers in the area.

WJNO, West Palm Beach, went on the air Sunday at 8 a.m. and remained on until midnight Monday, carrying 1526 public service announcements in 43 consecutive broadcasts.

WTSP, St. Petersburg, Fla., has appointed Joseph Hershey McGillvra its national sales representative.

Earnings by NBC Revealed in Court

Profit From 1926 Until 1941 Shown to Be $30,041,173

TOTAL PROFIT earned by NBC in the period from its organization in 1926 until Dec. 31, 1940, was $30,041,173. according to Manton Davis, vice-president and general counsel of RCA, who revealed the figures Oct. 7 at a hearing before Referee Abraham J. Halprin in New York on the $1,000,000 offer made by General Electric Co. and Westinghouse Electric & Mfg. Co. for full settlement of all pending suits by RCA stockholders.

Of this total, Mr. Davis stated, $22,550,000 was turned over to RCA in dividends, while an additional $2,050,000 was contributed by NBC, an RCA subsidiary, toward research activities in the radio field. At present, Mr. Davis testified, NBC is capitalized at $6,500,000.

Other Pleas Denied

Halprin was appointed referee by the New York Supreme Court to determine the fairness of the GE and Westinghouse offer. Meanwhile, Justice Peter Schmuck of the Supreme Court on Oct. 7 denied an application by six RCA stockholders to set aside the hearings and refused them permission to intervene in the other stockholder suit for $250,000,000 covering alleged illegal transfer of RCA stock to GE and Westinghouse for certain patent rights. Justice Schmuck ordered six suits pending in courts other than the N. Y. Supreme Court to be consolidated and directed that all RCA stockholders be stayed from prosecuting their suits until Referee Halprin turns in his report.

NEWS LATE AT NIGHT

Survey Shows 4% of Families In New York Listen

SUBSTANTIATION of the well-known fact that new commentators and news programs are popular with all income classes, was brought out for the first time with conclusive evidence by the latest of WOR's continuing surveys of New York listening habits. This analysis also found that 4% of typical Gotham families are available to listen to their radio during the 2 a.m. to 6 a.m. period. The station researchers arrived at this percentage by personally interviewing members of 11,633 families.

The WOR study showed that while certain previous program audience checks had been confined to those homes having telephones, the WOR study sampled the homes of all income groups—with and without phones—revealing that certain programs which had been rated low actually had a much higher listener rating. Finally the report showed that baseball broadcasts are favored among all kinds of listeners in all groups of income.

INSTITUTE of Radio Engineers has announced its winter convention will be held in the Hotel Commodore, New York, Jan. 12-14.

Easing of Multiple Ownership Rule Seen

Gradual Elimination of Duplicate Holdings May Be Tried

MODIFICATION by the FCC of its proposed rule to ban multiple ownership of broadcast stations where overlapping service is involved, was foreseen last week following a full day of oral arguments Oct. 6, pursuant to Order No. 84, proposing the dual ownership ban.

After hearing the views of representatives of a dozen-and-a-half units which presumably would be affected by the proposed drastic rule, the Commission took the arguments under advisement. In virtually all cases, the peculiar interests of the existing dual ownership licensees were cited, as a showing of public service. In several instances the jurisdiction of the FCC under the existing statute was challenged and the impracticability of applying a rigid yardstick was demonstrated.

May Adopt Policy On Future Grants

While no crystallization of FCC view could be gleaned, it was thought the logical move would be for the Commission to revamp the proposed rigid rule to ban, as a matter of policy, future dual ownership operations in the same areas.

In one official quarter it was thought the Commission might decree that it will not license more than one station in the same market except under extenuating circumstances and where it is shown that the public interest, as the paramount consideration, would be served through such dual operation. Thus, exceptions to the rule could be authorized where the Commission felt the public interest would be served.

The FCC, it is evident, already has embarked upon such a policy. FCC Chairman James Lawrence Fly, for example, has exacted commitments in several instances from broadcasters seeking improved facilities, that they will dispose of second stations as a condition precedent to the dominant station grant. Similarly, applicants for second stations in the same market consistently have been advised that their chances are less than negligible.

How fast the Commission may work on the revised rule has not been indicated. Technically, there are two requests before the Commission dealing with the issue. Crosley Corp. [BROADCASTING, Oct. 6] asked the FCC for a statement of facts, principles or theory which would justify its proposed regulation and the same point was presented briefly by William J. Dempsey, counsel for WLW and WSAI, Cincinnati, in the arguments last Monday.

Louis G. Caldwell, on behalf of KFI and KECA, Los Angeles, owned by Earle C. Anthony Inc., espoused a legislative hearing on the multiple ownership question, following procedure which he said had been adhered to in the past on all policy matters on which any jurisdictional question appeared to be involved.

Conspicuously absent were a majority of the stations which might be affected by the rule as now written. This, presumably, was on the theory that the order itself specified a six-month effective date and also on the premise that the Commission, by statute, must accord full hearings before it can force such separations. There appeared to be no question that the Commission's jurisdiction, in one fashion or another, would be challenged under any rule it may propose to adopt in forcing the multiple ownership ban.

The dominant view was that the Commission majority would seek to knock off multiple ownership situations one by one through suasion, urging stations to sell, trade or move within a reasonable length of time.

Limit Is Placed on Time for Argument

With all six commissioners present as the proceedings started, Chairman Fly in his introductory remarks announced that a 30-minute limit on oral arguments would be enforced. He pointed out that three respondents had asked for more time, but ruled they would be required to stay within this limitation.

The first appearance, by Judge John C. Kendall, was on behalf of Oregonian Publishing Co., owning KGW-KEX, Portland, Ore., and Louis Wasmer Inc., licensee of KHQ-KGA, Spokane. Judge Kendall declared he had failed to find, upon his own independent inquiry and study, any specific instance of complaint against the multiple ownership or dual operation of the stations he represented. He observed also that he was uncertain about just what ground was to be covered in the proceeding, remarking that the "culprits", the multiple-station owners, never have had any objective indication from the FCC about "what should or should not be done in this case."

Pointing out that the FCC itself had indicated, before issuing Rule 84, that Congress would be asked for amendatory legislation covering the multiple ownership situation, Judge Kendall declared that he could think of no other reason for the rule than prevention of monopoly. With this in mind, he questioned the legal right of the Commission to define "monopolistic practice" and to set out to regulate the matter.

Quotes White and Dill On Intent of Congress

Declaring that "two men are in a position to indicate the Congressional intent" behind the Communications Act, Judge Kendall cited comments by Senator Wallace H. White, Jr. (R-Me.) and former Senator Clarence C. Dill, indentified as the authors of the organic radio acts, indicating the FCC did not have the power it was seeking to assume. Senator White was quoted as saying during hearings this year on his resolution calling for an FCC investigation, that it was quite definitely indicated there had been no intent, in writing the Act, to give the FCC authority "to write an antitrust act of its own nor to say what is or is not a monopolistic practice."

Judge Kendall also read excerpts of a Sept. 22 letter from former Senator Dill, now in private law practice in Spokane, to Louis Wasmer in which Mr. Dill declared that "the order in effect is a new provision of radio law", that Congress had refused to include any such provision in the Act, that by no grant of power in the law did Congress give authority to the FCC to issue any general order such as No. 84. Mr. Dill was quoted as saying also that if he were still a member of Congress, he would insist that both houses move to prevent such FCC action, which is purely a legislative function. [See text of letter on this page.]

Buffalo Stations Term Rule Undesirable

Representing Buffalo Broadcasting Corp., licensee of WGR-WKBW Buffalo, Counsel Frank D. Scott declared the proposed rule was "unnecessary" and "undesirable" to secure the results desired by the FCC. Pointing out that Congress had chosen not to limit the licensing of stations, Mr. Scott observed that although the FCC could wield great power through its licensing authority, Congress had defined operations aspects in a manner "pointing out unmistak-

Intent of Congress on Dual Ownership Is Explained in Letter by Ex-Senator Dill

EXCERPTED by Judge John C. Kendall, counsel for KGA-KHQ, Spokane, during oral arguments before the FCC last Monday on the multiple ownership question, the following letter from former Senator Clarence C. Dill, author of the organic radio act, to Louis Wasmer, owner of KGA and KHQ, was offered as an authoritative indication of Congressional intent behind the Communications Act of 1934:

"Dear Mr. Wasmer:

"My attention has been called to a proposed order by the FCC under which no individual will be allowed to operate more than one radio broadcasting station to serve any given area.

"This order is in effect a new provision of radio law. Congress placed no such restriction upon station ownership. As a co-author of both the Radio Act of 1927 and the Communications Act of 1934, I recall distinctly that the Committee in charge of writing those laws positively refused to incorporate any such provision, although it was repeatedly proposed and discussed in Committee sessions.

Power to Renew

"Instead, Congress provided that the Commission should have the power to grant or renew or refuse to grant or refuse to renew a station license upon consideration of individual applications either with or without hearings.

"In Section 303 Congress specifically set out a series of special powers which it granted the Commission. By none of those grants of power nor by any other grant of power in the law, did Congress intend the Communications Commission should have authority to issue a general order with the effect of a statute forbidding dual ownership as such.

"Not only was it the intent of Congress to refuse to grant this power, but no language of the law can be fairly interpreted to permit the issuance of such a general order applicable to radio station owners without specific inquiry into the conditions existing in each individual case of dual ownership, as to its effect upon the 'public convenience, interest or necessity.'

"Nor can the order of the Commission be justified on the ground that dual ownership constitutes a monopoly. Section 313 specifically states that monopolies must have been so declared after judicial proceedings. Again I recall that those who framed the radio law were most careful to set out this requirement of a judicial proceeding as a necessary method of determining whether or not a monopoly in radio service exists in any particular area or in any particular kind of radio service.

"I hope you will urge these facts upon the Commission most emphatically at the general hearing to be held Oct. 6, 1941. If I were still a member of the Senate, I would insist that both Houses of Congress take immediate action to prevent the Commission's exercising this power, which is nothing less than the law making power."

"This is Station WJZ!"

20 Years ago this week, New York's Oldest Station was born!

October 5, 1921! Harding in the White House... Vaudeville booming... Prohibition a novelty, and —the threshold of the Radio Age!

One-third of all present listeners in WJZ's area were still unborn the night that the ether over Manhattan first vibrated to the words: *"This* is Station WJZ!"

They were proud words then—for any radio transmitter represented a tremendous achievement ...the surmounting of tremendous obstacles! And they are *prouder* words *today*... for behind them lies a record of 20 years of day-by-day service to advertisers and audiences, in the world's richest market.

20 years is a mighty big slice of radio history ... almost all of it, in fact. We've seen radio receivers progress from crystal detectors to home-recording combinations. We've seen development follow development in broadcasting itself, as year by year we found *new* ways to do the old jobs better!

Today WJZ looks forward to its *next* 20 years —toward still finer service in the "public interest, convenience and necessity!"

WJZ
NEW YORK
50,000 WATTS · 770 KC.

KEY STATION OF NBC BLUE NETWORK

NATIONAL BROADCASTING COMPANY

A Radio Corporation of America Service

ably" that FCC actions terminating operation of a station must be done in the public interest, convenience and necessity.

Observing that all the present multiple ownership setups were made possible by the FCC and its predecessor agencies, after long hearings and testimony in many cases, Counsel Scott declared it would be "unwise and undesirable to say that your own and your predecessors' previous actions were fundamentally wrong".

Declaring that the multiple ownership ban would amount to "punishment for a general condition your Government has permitted, aided and abetted", Mr. Scott maintained that the FCC has been responsible for "the very thing you propose to limit by rule". As custodians of this Government's integrity, the FCC's word must be as good as your bond", he declared.

Westinghouse Brief; Chicago Viewpoint

Third appearance of the day was made by Richard H. Wilmer, representing Westinghouse Radio Stations Inc. (WOWO-WGL, Fort Wayne, Ind.), who merely called attention to the brief that already had been filed by Westinghouse.

Representing Johnson Kennedy Radio Corp. (WIND, Gary, Ind.) and WJJD Inc. (WJJD, Chicago), Mabel Walker Willebrandt commented that although she may differ from other counsel in not holding flatly that the FCC was without authority to issue Order 84, she nevertheless maintained that the Commission could not enforce its proposed rule on an equitable basis. Mrs. Willebrandt held that although the FCC may have the literal power to issue such an order, the action contemplated under the rule could not be enforced soundly under equity, pointing out that the question involved was how far "should" and not how far "may", an agency go in exercising its powers. She declared that when this exercise of power goes beyond the fair bounds of equity, it becomes unlawful.

In addition to exceeding its equitable powers, Mrs. Willebrandt maintained, the FCC was placing a wrongful burden of proof on licensees. She added that she could not find in any law, whether communications or antitrust statutes, any provision that the burden of proof be assumed by the person charged. She held that the FCC should decide each case on its merits, rather than on any broad, all-inclusive rule, with all licensees assured of a full hearing.

Speaking specifically of the WJJD-WIND operation, she commented that the "community of interest" in the stations has resulted only in better operation and service to the public. She discounted flatly any charge of "monopoly" that might be lodged against the stations, pointing out that they constitute only two of the 18 stations in the Chicago area.

Called "Short-Circuiting" By George Sutton

During his appearance, for Reading Broadcasting Co. (WRAW) and also Berks Broadcasting Co. (WEEU), Reading, Pa., Delaware Broadcasting Co. (WILM) and WDEL Inc. (WDEL), Wilmington, Del., along with Pittsburgh Radio Supply House (WJAS) and KQV Broadcasting Co. (KQV), Pittsburgh, Counsel George O. Sutton declared that the proposed rule represented a "short-circuiting procedure" inconsistent with the Communications Act. Mr. Sutton declared that the FCC was not empowered to make rules inconsistent with the terms of the Act, as he held was the case with Order 84.

By its wording that no person may directly or indirectly own more than one station, Mr. Sutton held, the proposed order in effect says that "no license is to be issued", although such words do not actually appear in the order. In an exchange with Chairman Fly, he declared that if it is to be the policy of the FCC that multiple ownership should not exist, it probably would be proper to make a statement to that effect, although no rule should be written which the FCC must necessarily follow and which would preclude any benefit accruing to a station from a hearing on its particular case. If the FCC policy against multiple ownership is clear-cut, then the Commission should go to Congress for an amendment to the Act, he declared.

Chicago, West Virginia Groups Testify

Appearing on behalf of Gene T. Dyer, part-owner of three Chicago stations — WGES, WAIT and WSBC — Andrew G. Haley, commenting on monopoly considerations, declared that one big station in a big-city economic and cultural center like Chicago has more of a monopoly on public thought and action than several small local or regional stations. He pointed out that the three stations he represented account for only 2.9% of the power in the Chicago area, and do only 4.4% of the business. He maintained that each case in which the multiple ownership question arises should be examined on its merits and determined on stanards of public interest, convenience and necessity.

Expressing uncertainty on the application of the proposed rule to his specific situation, Horace L. Lohnes, counsel for West Virginia Broadcasting Corp. (WWVA, Wheeling) and Monongahela Valley Broadcasting Co. (WMMN, Fairmont, W. Va.), asked the Commission what might be meant by "substantial duplication" under the rule.

Pointing out that although there is no overlapping service between WWVA and WMMN today, with both operating at 5,000 watts, some duplication will result when WWVA goes to 50,000 watts. With 50 kw. operation, he estimated that WWVA will have an audience of about 1,600,000 listeners both day and night. During daytime operation about 400,000 listeners would get duplicated service, he indicated, with overlap shrinking to only 85,000 at night. He emphasized the importance of the FCC's definitely indicating where the duplication line must be drawn, holding that the rule would be self-operative and that hearing evidence would be limited to whether there were common ownership or duplication.

NBC Challenges Commission's Power

Duke M. Patrick, NBC counsel, pointed out that NBC owned and operated three sets of stations in New York (WEAF and WJZ), Chicago (WMAQ and WENR), and San Francisco (KPO-KGO), while in Washington it owned WRC and leased WMAL under a management contract, which would be covered by the rule. Challenging the FCC's jurisdiction, Mr. Patrick held that the Act granted no authority to promulgate any regulation such as Order 84 and that the proposed rule did not carry out any provision of the Act.

He declared the rule cannot be justified either as an aid to or an adjunct of the FCC's licensing power. Neither can it represent any "administrative definition of monopoly", he said, because the FCC is given no such power to define and because it is a matter to be adjudicated by the courts and not by the Commission.

NBC asserts that, rather than having an adverse effect, ownership of stations by the network has become a big factor in NBC's success and has resulted in a greatly developed public service, he stated. Declaring that the proposed rule would act in derogation of the continuing high quality of public service in radio, Mr. Patrick held that parties should have full opportunity to present all pertinent facts in their case and get a hearing from an open-minded commission. He pointed out also that NBC had assumed ownership or operation of the stations only after it had secured full consent of the Radio Commission, and that it had invested several million dollars after obtaining approval.

Appearing for Massachusetts Broadcasting Corp. (WCOP) and Broadcasting Service Organization Inc. (WROL), both of Bos-

(*Continued on Page 33*)

PRODUCTION PROBLEMS absorb the undivided attention of this group of executives during rehearsal for the weekly CBS *Arkansas Traveler* program sponsored by Campbell Soup Co. They are (l to r) Ashmead Scott, writer of the show; Merrit Barnum, New York radio executive of Ruthrauff & Ryan, agency handling the account; William Forbes, CBS Hollywood network sales service manager; Thomas Freebairn-Smith, agency producer of the show.

The boss said you wouldn't read this ad because it's too tight, - but when you've got a B I G story to tell in a little space you've got to crowd! Anyway, WWNC is the sellingest station for miles around, - it's the only station that serves ALL of Western North Carolina, - & that's a mighty good market. Food Sales, Auto Sales, General Merchandise Sales here are far above the national average. Can't tell a complete story here, but if you'll write us we will send some eye-opening data right away. Take a dare and write now!

WWNC

570 Kc. CBS Affiliate

ASHEVILLE, N.C.

A GREAT PAIR

CRAIG WOOD—*1941 U. S. Open Golf Champion; also winner 1941 Augusta Master's Open*

It was a great pair of wrists that made Craig Wood the acknowledged 1941 national golf champion ★ It is a great pair of radio stations which advertisers are choosing to drive their messages into the greatest of all the nation's defense-busy markets ★ The forceful selling power of WJR and WGAR "takes you around in less" in America's foremost industrial area.

WJR
THE GOODWILL STATION
Detroit

WGAR
THE FRIENDLY STATION
Cleveland

BASIC STATIONS • • • COLUMBIA BROADCASTING SYSTEM • • • G. A. RICHARDS, PRES. • • • EDWARD PETRY & CO., INC., NATIONAL REPRESENTATIVE

KTSM
NBC
BLUE & RED
EL PASO
TEXAS
Announces
IT IS
NOW
Operating on
1000
WATTS
Power

How American Family Spends Its Money Analyzed in New Governmental Report

THE AMERICAN family and how it spends its income is analyzed in a 209-page book, replete with tables, published last Wednesday by the National Resources Planning Report, reporting to the President.

Taking expenditures of some 60,000 selected families, the report covers the year 1935-36. It is described as the most comprehensive analysis yet made of family spending and saving at different income levels. It includes a breakdown of expenditures into more than 90 items. Separate data are given for farm, rural non-farm and urban families along with comparative estimates for white and negro families, for five geographic regions and for three sizes of family. Also shown is the magnitude of expenditures for durable, semi-durable and non-durable goods.

Third in the series of reports on purchasing power and consumption requirements of the American people, the book includes over 400 statistical tables together with appendices.

How They Spend

Of the 48 billion dollar income received by 29,400,300 families, the report shows, nearly 86% was spent for current family living; about 3% was used for gifts and contributions; 1½% for income, poll and other taxes; the remaining 10% was saved.

Taking the 41 billion dollars devoted to current consumption needs, the report shows less than 9% spent for automobiles, household equipment and other durable goods, with less than 10% for semi-durable goods. Perishable goods accounted for 47%, with food claiming the major share. The remaining 34% was about equally divided between housing expenditures and all other consumer services.

Considering all families together, the average income per family came to $1,622. Food claimed 29% of this amount, averaging $467 for the year, or $2.27 per person per week. Housing expenditures—including the imputed value of the use of owned homes and of rented farm houses—came to $248 for the year, and household operation and furnishings to $209.

Rural and Urban

The average family clothing bill was $141, with women spending $47 on the average, men $41, and girls and boys of 2 to 15 years of age $18 and $17 respectively. The average amount spent for the purchase of new and used family cars was $54, and for automobile operation $60. Medical care took $64, recreation $41, barber services and other personal care $28, and tobacco $26.

Comparing rural and urban families, the report shows an average income of $1,215 for the farm group, $1,409 for the rural non-farm group and $1,855 for families living in cities. More than one-third of this lower figure, for farm families, it should be noted, represents the imputed value of the use of the farm dwelling and of farm-furnished food, fuel and ice, leaving only $786 available for all money expenditures for family living during the year and for gifts, taxes and savings.

The report was prepared by Dr. Hildegrade Kneeland and a technical staff under the direction of the Industrial Committee of the National Resources Planning Board. The estimates are based primarily on data from a nation-wide study of consumer purchases conducted by the Bureau of Home Economics of the Department of Agriculture and the Bureau of Labor Statistics, in cooperation with the Work Projects Administration. The results are expected to prove of immediate value both to business groups and to Government agencies, in analyzing changes in civilian consumption and individual savings during the present defense period, and in planning for the post-defense years. It can be obtained for 50 cents from the Superintendent of Documents, Washington, D. C.

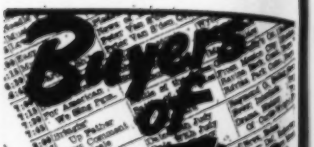
KEEPING THEM FIT
Physical Culture Programs Are Heard on KFBI

WITH interest in physical qualifications reaching an all-time high due to selective service requirements, KFBI, Wichita, Kan., is capitalizing on a corresponding interest among people to correct physical defects. Noticing the number of draftees being rejected, KFBI executives visited the county medical association and further learned that 32% of the registrants were being rejected for physical deficiencies with 12% of those passed being finally rejected by induction board physicians.

Then in cooperation with Phil Cope, physical director of the YMCA, KFBI started a nightly series on physical culture to make people more health conscious. Mr. Cope explains that while correct exercising and advice will not correct all defects, it will help to build up a person so that they will not be susceptible to future ailments. KFBI executives hope that other stations continue the campaign for higher physical standards.

Boake Carter Returns

AFTER a month's absence from the air, Boake Carter, MBS news commentator, is returning Oct. 20 with a five times weekly program at 4:45 p.m., to be sponsored Monday, Wednesday and Friday by Land O' Lakes Creameries, Minneapolis. Although the commercial contract is for 20 Mutual stations, all other MBS outlets may carry Carter's newscasts on a sustaining basis. He also will be heard twice-weekly on WOR, New York Mutual outlet, for Piel Bros. beer. Agency for the Creameries is Campbell-Mithun, Minneapolis.



GEORGE KERN

SIX and seven-column figures are the terms that Timebuyer George Kern, head of the radio media department of Benton & Bowles, New York, thinks about. Just a year ago George accepted his present position with B & B and he buys approximately $4,000,000 annually in radio time for accounts which include General Foods Corp., Procter & Gamble, Hudnut Sales Corp., Hecker Products (shoe polish division), and the Prudential Insurance Co.

Raised in Chicago, George graduated from Northwestern U and entered the advertising business from the ground floor during the post-war era. For seven years he learned the fundamentals of the trade at BBDO, eventually taking over management of the production and service departments. In 1931, he accepted a new post with Blackett - Sample - Hummert, where he spent nine years devoting much of his time to developing some of the early daytime "soap operas" on the Procter & Gamble account. Early in 1940 he became director of the media department at B-S-H and later in the year went to B & B, his present position.

Debonair George Kern lives in bachelor ease in an apartment on 53d St. in New York. He keeps in condition at the ping-pong table, which holds a permanent place among his household furnishings.

More Burma Shave

BURMA VITA Co., Minneapolis (Burma Shave), is testing a 26-week schedule in Detroit and Cincinnati. In the latter market company is using one-minute transcribed announcements twice-weekly on WCKY, and WKRC, thrice-weekly on WCPO, five-weekly on WSAI, which is also carrying two weekly participating announcements. In Detroit, participating announcements were placed weekly on WXYZ, twice weekly on CKLW (Windsor, Ont.), one-minute transcribed announcements four-weekly on both stations, and twice-weekly on WWJ. Agency is Hays MacFarland & Co., Chicago.

PROGRAM RIGHTS UPHELD BY COURT

SETTLEMENT of the injunction suit brought against Muzak Corp., wired music company, by MBS and Gillette Safety Razor Co. was effected Oct. 4 in New York Supreme Court with the signing by Muzak of a consent decree giving Mutual exclusive property rights to its programs.

The plaintiffs brought suit after learning that Muzak was feeding the exclusive Mutual play-by-play description of the World Series to its subscribers, and sought a preliminary injunction, which was issued. Justice Ernest E. L. Hammer then handed down the decision that Muzak's action was a violation of the plaintiff's rights.

According to the consent decree signed by Muzak, permission was granted for it to carry the remaining World Series games provided that streamers were posted in Muzak outlets stating the games were broadcast by Mutual and Gillette with special courtesy mention at the beginning and end of the broadcasts crediting the plaintiffs. The stipulation established a precedent in giving a broadcasting company an exclusive property interest in its programs so that companies like Muzak cannot take programs off the air and feed them to its subscribers without violating the rights of the broadcasting system. Lawyer representing Mutual was Emanuel Dannett of Leon Lauterstein, New York law firm.

Central Illinois Group Holds Program Session

OFFICIALS of five Central Illinois radio stations and representatives of 13 women's clubs met in Peoria recently with Mrs. Dorothy Lewis, vice-chairman of the National Radio Council for Children's Programs, for a discussion of women's and children's programs. Prior to the meeting, the radio officials had met in the studios of WMBD for a conference with Mrs. Lewis, who is scheduled to make other appearances throughout the country. So far she has visited Indianapolis, Peoria, Rockford, Ill., and Cedar Rapids.

Attending the Rockford meeting were: Mrs. L. R. McNeil, WDZ, Tuscola; Edgar L. Bill, WMBD; Brooks Watson, WMBD; Jake Higgins, WDAN, Danville; Merrill Lindsay, WSOY, Decatur; Mrs. Ruth Shaheen, WCAZ, Carthage; Mrs. John Palmer, WCAZ; Jo Wetzler, WMBD; Clair Hull, WDZ.

League to Buy Time

RADIO, either as a network program or in transcription form, will be included in the nationwide campaign starting Oct. 25 by the Cooperative League of America in an effort "to acquaint America with the actual facts and advantages of consumer cooperatives and to strengthen the movement by increasing membership, trade and capital." Campaign plans will be discussed at a national membership drive meeting attended by members of regional cooperatives Oct. 23 in Indianapolis, after which details will be announced, according to Wallace Campbell, assistant secretary of the league.

KTSM's POWER IS UP ⬆ to 1000 Watts

the Winning Hand

In your play for the important
EL PASO WEST TEXAS SO. NEW MEXICO MARKET

Other Reasons Why KTSM is your best bet

1. It has always had most of the listeners most of the time.
2. It has a larger, more experienced staff.
3. KTSM has been increasingly successful in serving this market, its people, its merchants, and its national suppliers for 12 YEARS.
4. It has the outstanding programs and the most favorable day-in and day-out schedule.
5. It has the facilities of both NBC Red and Blue Networks.
6. It has a FAIR Rate Policy and steadfastly maintains its published rates for its own and your protection.
7. KTSM is the "Showmanship" station.
8. It has 65% of the non-network National Business.
9. It has 55% of the 23 hours of National Sponsored time on El Paso stations.
10. It has 81% of the programs and 78% of the time paid for by local advertisers.

Here's a hand you can play "pat." Push in all your blue chips because you ***can't lose.*** KTSM's 1000 watts now enables this influential station—already the favorite in the El Paso zone—to expand its service to many thousands of added listeners in a very materially enlarged territory. And since there's no increase in rates, KTSM's an even better "bet" than ever to win sales for your product in this —one of America's ACE MARKETS.

KTSM

NBC Red and Blue Affiliate
El Paso, Texas
KARL O. WYLER, Manager
GEO. P. HOLLINGBERY CO.
National Representatives

Merchandising & Promotion

Tea Records—Cork Drama—Bank's Show
Bob's Tale—Novelty Mail

RADIO PROMOTION on a grand scale in a tie-up between the Thomas J. Lipton Co., Hoboken, N. J., Columbia Recording Corp. and Bandleader Horace Heidt succeeded in placing the Heidt recording of "I'm a Little Teapot" on the Columbia best seller list within three weeks, according to Patrick R. Dolan, CRC advertising manager.

Lipton adopted the tune for special merchandising and promotion offers, playing it on daily spot announcements on 90 CBS stations and on Heidt's *Treasure Chest* program, sponsored on NBC-Red by Lewis-Howe Medicine Co. The recording of the song also was sent to 500 stations throughout the country with special announcements and mention of the tie-up between Lipton and Columbia.

* * *

More Vs

WSYR, Syracuse, distributed thousands of "V for Victory-WSYR" buttons during the recent New York State Fair.

Contest for Kids

CONTESTS to uncover new talent for the *Quiz Kids* program sponsored by Miles Labs., Elkhart, Ind., on NBC-Blue are being promoted through large department stores, in coopertion with public schools, in key cities throughout the country. Winner of each contest, chosen from public auditions in the store, appears on program, also receives a $100 Defense Bond and a vacation trip with parent to New York or Washington. All entrants receive Quiz Kid lapel buttons and subscriptions to *Quiz Kids Magazine*, a monthly publication containing news of the Kids' other contests and activities, bought by each store and distributed to its juvenile customers.

Armstrong Series

TO STIMULATE interest and explain purpose of the weekly CBS *Armstrong Theatre of Today*, sponsored by Armstrong Cork Co., a Southern California employes' rally was staged in the network's Hollywood studios on Oct. 4. Besides hearing the initial broadcast of the series, which emanates from New York, employes were informed by Kenneth Stephenson, regional sales manager of the firm, of the sales campaign to be conducted in conjunction with the radio program. George Moskovics and Edwin Buckalew, CBS West Coast sales promotion and sales service managers, respectively, revealed cooperating plans of their organization.

Coffee Songs

BROADCASTING MUSIC INC. is cooperating with the Pan-American Coffee Bureau which sponsors talks by Mrs. Eleanor Roosevelt on NBC-Blue in a contest designed to select a song emphasizing the part played by coffee in friendship between the Americas. Promotion for the contest, to run Nov. 1 through Jan. 2, 1942, will be made through announcements on the program, and the prize-winning song will be broadcast on the show. Prizes include $100 for first, silver coffee cups as second and third, and 12 runner-up prizes of jumbo china cups, each inscribed with the name of the winner.

* * *

Sales Session

MORE THAN 400 employes and executives of Title Insurance & Trust Co., Los Angeles, witnessed the staging of the firm's sponsored weekly quarter-hour *Romance of the Ranchos* on KNX, Hollywood, during a sales meeting Oct. 1 held in the studios. In addition, Stuart O'Melveny, president of the firm, and George L. Moskovics, CBS Pacific Coast sales promotion manager, explained purpose of the radio campaign and outlined what is being done by the network to promote the program. Frank Graham, program narrator, briefly outlined his part in the success of the series.

* * *

Book for Bob

PEPSODENT Co., Chicago (toothpaste), as promotion for the weekly NBC *Bob Hope Show*, has issued a 96-page book under title of *They Got Me Covered*. Written by Hope, the illustrated book tells progress of the star on stage, screen and radio. A total of 4,000,000 books have been printed with Paramount Pictures Inc., having bought 10,000 copies to be distributed among exhibitors and the press, tying it in with the film, "Nothing But the Truth", which stars Hope.

* * *

Ruler, Glass, Peas

A SERIES of unusual mailing pieces was part of a campaign launched by KMO, Tacoma, Wash., when it increased its power to 5,000 watts. A celluloid ruler was attached to one of the direct-mail originations, a magnifying glass to another, and three seed peas in a cellophane bag to a third. A prize of $100 worth of announcements was offered to the first peruser who could find a minute sentence hidden in a map accompanying the magnifying glass.

* * *

Minnesota Data

ASSOCIATION of Twin City Newspapers in cooperation with KSTP, WCCO, WDGY, WLOL and WTCN, Minneapolis-St. Paul, have issued an eighth annual Minnesota Business Index in folder form citing statistics on farm income, retail sales, employment and other vital facts about Minnesota.

* * *

Color Scheme

ADVERTISING men of Baltimore received a telegram and a red carnation reminding them that WBAL, Baltimore, is now a basic member of the Red network. Red carnations were also distributed at the Advertising Club luncheon to over 300 guests with the compliments of the station.

To shoppers thruout the Middle West, State Street with its great array of department stores and specialty shops is most truly "Chicago."

Likewise, WGN with its Chicago origin and heritage most truly represents "Chicago" to the midwestern radio audience.

Because of this kinship, WGN can most influentially deliver your advertising message to these people.

A Clear WGN Channel Station
50,000 WATTS 720 KILOCYCLES

MUTUAL BROADCASTING SYSTEM

EASTERN SALES OFFICE: 220 E. 42nd Street, New York, N. Y. • PAUL H. RAYMER CO., Los Angeles, Cal., San Francisco, Cal.

FOR THE CAUSE of national defense, WCOP, Boston, has donated half of this big corner sign to messages about defense bonds, gasoline conservation, aluminum, enlistment and similar topics.

* * *

Symphony Service

IN RESPONSE to requests from listeners, a special program note service is available this season for the MBS broadcasts of the Philadelphia Orchestra Concerts to those subscribing for membership in the Philadelphia Orchestra Radio Club. Annotated programs are mailed in advance of each Friday afternoon broadcast. The money accrued from the subscription fee is used to distribute tickets to the concerts free to servicemen.

* * *

Scare Copy

CKCW, Moncton, N. B., is scaring its friends with a clever promotion piece announcing its power increase from 100 to 250 watts. Mailed in an envelope marked "personal" is a V-shaped gadget that flies up in your face when the letter is opened. The jitter-bug epistle says "Jump? We did too, from 100 to 250 watts. The only thing that hasn't jumped is our rate."

* * *

Chest of Hope

CKRN, Rouyn, Que., has started a cooperative program *The Hope Chest* in which a key to a hope chest is given with every purchase from a sponsoring merchant. To the person holding the key which will open the hope chest will be given the cedar chest filled with $100 in merchandise plus $50 in cash.

BROCHURES

CKCH, Hull, Que.—Four-page two-color folder titled *The Prime Minister* depicting in words and pictures the station's handling exclusively in the Ottawa area of the Canadian premiere of the Warner Brothers picture of that title, and the coverage of the station of the French-speaking population of the Ottawa-Hull region.

NBC-Red—12-page brochure, illustrated with pen-and-ink drawings, on the success story of Vitalis' *For Men Only* and *Mr. District Attorney* on NBC-Red.

Pepper Young's 1,500th

SPONSORED by Procter & Gamble Co., Cincinnati for White Naphtha Soap, on 67 NBC-Red stations, Monday through Friday 11:15-11:30 a.m., *Pepper Young's Family* celebrated the broadcast of its 1,500th program last Friday. Compton Adv., New York, is the current agency.

ENRICH YOUR MUSIC WITH THE NOVACHORD!

Any pianist can create an incredible array of distinctive musical styles with the Novachord. He can produce brilliant "fill-in" music . . . distinctive themes and signatures . . . and complete musical programs with this remarkable instrument.

With the Hammond Novachord your pianist has at his fingertips a wide variety of rich, colorful instrumental effects . . . and, it's *easy* to play!

The Novachord, with its unique adaptability to almost every musical requirement, is a practical and profitable investment for radio stations both large and small.

Call your Hammond dealer for a demonstration of the Novachord's amazing possibilities . . . his name is in the classified telephone directory. Or, if you haven't received your FREE recording of Collins Driggs at the Novachord, write to: Hammond Instrument Company, 2989 N. Western Ave., Chicago. There's a full half hour of thrilling Novachord music on its two sides—all in Public Domain for you to use any time you wish.

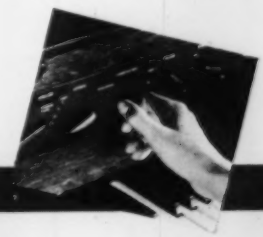
Anyone familiar with the piano keyboard can play the Novachord with its brilliant array of instrumental effects, as of:

Piano	Celeste
Violin	Oboe
Flute	Saxaphone
Trombone	Bass Viol
Cello	French Horn
English Horn	Piccolo
Bassoon	Banjo
Guitar	Clavichord
Harmonium	Vibraphone
Harpsichord	Music Box
Cornet	String Ensemble
Brass Ensemble	Hawaiian Guitar
Sleigh Bells	Clarinet
Chimes	
Trumpet	

and Many More

The NEW idea in music — by the makers of the HAMMOND ORGAN

USED BY ALL MAJOR NETWORKS AND BY INDEPENDENT STATIONS EVERYWHERE.



See . . . Hear . . . Play
THE HAMMOND Novachord

Your fingers touch the piano-like keyboard . . . and as you turn the Tone Selectors you color your music with effects of orchestral instruments.

HAMMOND ORGAN STUDIOS • in New York: The Hammond Bldg. 50 West 57th Street . . . in Los Angeles: 3328 Wilshire Boulevard

WINDY (Ky.) BLOWS NO SALES GALE!

When it comes to sales possibilities, Windy (Ky.) is a soft summer zephyr—typical of lots of small towns in the State! Whereas the Louisville Trading Area—with its effective buying income 33% *greater* than the rest of Kentucky *combined*—is a roaring gale! To "harness" this hurricane, all you need is WAVE, the station that delivers the *whole* Louisville Area at lowest cost! How about us helping blow some business your way?

LOUISVILLE'S WAVE

5000 WATTS . . . 970 K. C. . . . N. B. C. Basic Red

FREE & PETERS, INC.
National Representatives

Purely PROGRAMS

STUDIES in behaviorism are the focal point of a new series of programs based on the pathological, which started last Thursday 10-10:30 p.m. on WMCA, New York. Written by Marjorie Hayes Camp, staff writer, series is titled *Listen to a Strange Tale*, and while not shying away from horror, will run the whole gamut of the strange and unusual.

* * *

Looking at Ballet

BALLET as it looks to members of the Corps de Ballet, the stars, the composers and the critics, is the subject of a series on WNYC, New York. Titled, *Ballet, Backstage and Audience*, series features integrated interviews dealing with the four aspects of the ballet. The programs are separately titled: *Ballet from the Chorus Line, Ballet Spotlight, Ballet From the Orchestra Pit*, and *Ballet on the Aisle*.

* * *

Know Their Business

WITH the Raleigh Merchant's Bureau as sponsor, WRAL, Raleigh, N. C., presents a weekly quarter-hour titled "He Knows His Business." Each week the bureau sends a representative of a commercial service in its membership to WRAL to be interviewed by Announcer Frank Mansuy.

Labor in the Crisis

IMMEDIATE PROBLEMS confronting wage-earners in the national crisis will be discussed by leading men and women representing labor, government and academic opinion on *Labor—Its Responsibilities & Possibilities* to start Oct. 16, 9:15-9:30 p.m. on WEVD, New York. A feature of the forum will be the participation of a trade union audience in the discussions.

* * *

FM View of Chicago

NEW SLANT on travelogues is a program series originated by W59C, Chicago, a sight-seeing tour by radio titled *See Chicago* broadcast five days a week. Program presents little-known facts of Chicago's history.

* * *

What They Say at Mrs. A's

ROUND-TABLE discussions on current topics held at the home of Mrs. Lionel Atwill, Washington hostess, are heard direct from the Capital on weekly forum programs *Dinner at Mrs. Atwill's* on WHN, New York.

* * *

Listeners' Critique

WDNC, Durham, N. C., makes public its letters of criticism by presenting a weekly quarter-hour, *For Better or for Worse*, during which the listeners' opinions of the programs are aired.

HIS HONOR, the Mayor of Portland, Ore., Earl Riley, is inducted into the KEX Kitchen Kings. The organization, formed by Marie Hornbeck, director of woman's activities for the Portland station, sends invitations to leading Oregon citizens, asking if they like to cook and if so, to send in their favorite recipes. For their trouble, they receive aprons such as you see the Mayor wearing.

Abbott and Costello Signed

STANDARD BRANDS, New York (coffee), through J. Walter Thompson Co., that city, has signed Lou Abbott & Bud Costello, comedy team, to a new contract as features of the weekly NBC *Chase & Sanborn Show*. Contract is for four years, with yearly renewal options at a salary reported to be 50% over their former salary, which was $1,250 per broadcast.

NATIONAL UNION RADIO Corp., Newark, has published the annual edition of *Radio Foto Log*, edited by Samuel Kaufman. The 28-page magazine contains logs for long and short-wave listening and television, along with features and photographs. The publication is distributed by radio dealers and servicemen.

JOHNNIE O'HARA

FOUR STAR FEATURE

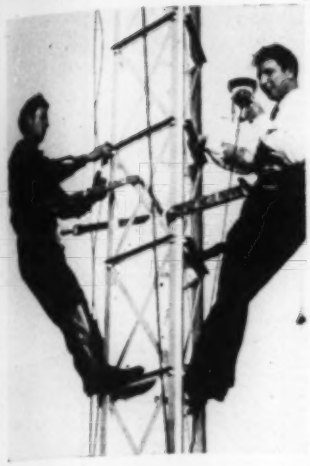
★ Mass Audience Acceptance in the great St. Louis market.

★ Continuous Sponsorship for five years with three sponsors.

★ Listener confidence proved with unusual sales results.

★ A six day feature on the "First in Sports" station.

ST. LOUIS
KWK
Represented by Raymer



SKY HIGH REPORT on the progress of the new 300-foot towers of KDAL, Duluth, Minn., was broadcast recently by Ellis Harris, special events director (r), who scaled the rising structure to interview Roy Briley, superintendent of construction of the Ace High Construction Co. KDAL, in preparation for its move to 610 kc. with 1,000 watts, is building the two new towers, a completely new transmitter, auxiliary tower and tuning houses on the banks of the St. Louis River.

Multiple

(Continued from Page 26)

ton, International Broadcasting Corp. (KWKH) and Tri-State Broadcasting System Inc. (KTBS), Shreveport, La., and Fisher's Blend Station Inc. (KOMO-KJR), Seattle, Counsel Ben S. Fisher enumerated inequities resulting under the rule, prominent among them the indication that no provision is to be made for recovering "pioneering losses" incurred by a licensee in developing a second station.

He pointed to the case of KOMO-KJR, declaring that disposal of KJR under the new requirements would amount to a forced sale that would not repay the licensee for all the money spent and losses sustained in developing the facility. He held that the overlapping service limitations should be definitely defined in the rule, along with extent of joint ownership, and that some consideration should be given cases where acquisition of a second station was virtually required of an existing licensee in former days.

Declaring that he was representing the "little fellow", Henry B. Walker, of Evansville On the Air Inc. (WGVF and WEOA, Evansville, Ind.), held that even if the FCC does have the right to enforce the proposed rule, it will be abusing its power if it enforces Order 84. Asserting that sale of the second Evansville station to an independent licensee would be "an enormous loss to us", he maintained that the present operation of the two stations was in greater public interest than if they had been separately owned and operated.

Caldwell Urges Delay In Enforcing Rule

Appearing for Earle C. Anthony Inc., owning KFI-KECA, Los Angeles, Counsel Louis G. Caldwell declared the FCC had gone too far in a "very drastic broad principle" in the proposed rule. Pointing out that he had been unable to prepare any brief because none of the facts wanted by the Commission had been made known to him or any other counsel, Mr. Caldwell declared that in failing to hold the usual legislative hearing on the multiple ownership proposition the FCC had lost its opportunity to do justice and develop a fair policy.

Mr. Caldwell declared that enforcement of the proposed rule should be held up pending the determination that the FCC does in fact have the authority to promulgate such a regulation. He observed also that there appears no need for any immediate, drastic action before court action on the network cases.

For the time being, he recommended, the Commission might develop its multiple ownership policy along three lines—(1) forbid ownership of two stations in the same area to new applicants; (2) refuse more than one station to one applicant in a city having no more than a given number of stations, with the number to be determined by the Commission; (3) forbid extension of multiple ownership in cases where it results in "undue concentration of power" in the light of existing licenses.

Final appearance of the day was made by William J. Dempsey, former FCC general counsel, representing Crosley Corp. (WLW-WSAI, Cincinnati), who merely called attention to the Crosley brief previously filed.

Musical Shows Picked For Sterling on Blue

TWO NEW musical shows will debut on NBC-Blue on the spots purchased recently by Sterling Products, Wheeling, W. Va., for its subsidiaries, R. L. Watkins Co., New York (Dr. Lyon's Tooth Powder) and Bayer Co. that city (Bayer's aspirin) [BROADCASTING, Oct. 6]. The new Dr. Lyon's show, to start Oct. 20 and to be known as *Monday Merry-Go-Round*, will feature Bea Wain, formerly soloist on the *Hit Parade*, Phil Dewey, vocalist, Victor Arden and his orchestra and a chorus of 13 mixed voices, on 63 NBC-Blue stations, Monday, 10-10:30 p. m.

The show for Bayer on Wednesday, 10-10:30 p. m. on the same number of stations, starts Oct. 22 and will be a half-hour of semi-classical music and song with Conrad Thibault and Vivian della Chiesa as vocalists. Title is *American Melody Hour*. Blackett-Sample-Hummert, New York, handles both accounts.

WRNL, Richmond, on Oct. 1 joined MBS as the network's 183d affiliate. Owned by the Richmond Radio Corp., WRNL operates on 910 kc., with 1,000 watts unlimited time.

NORTH CAROLINA IS THE SOUTH'S NO. 1 INDUSTRIAL STATE!

VALUE of MANUFACTURED PRODUCTS

NORTH CAROLINA $1420.6 (MILLIONS)

AVERAGE OF NINE OTHER SOUTHERN STATES $536.5 (MILLIONS)

Source: — Census of Manufactures, 1939

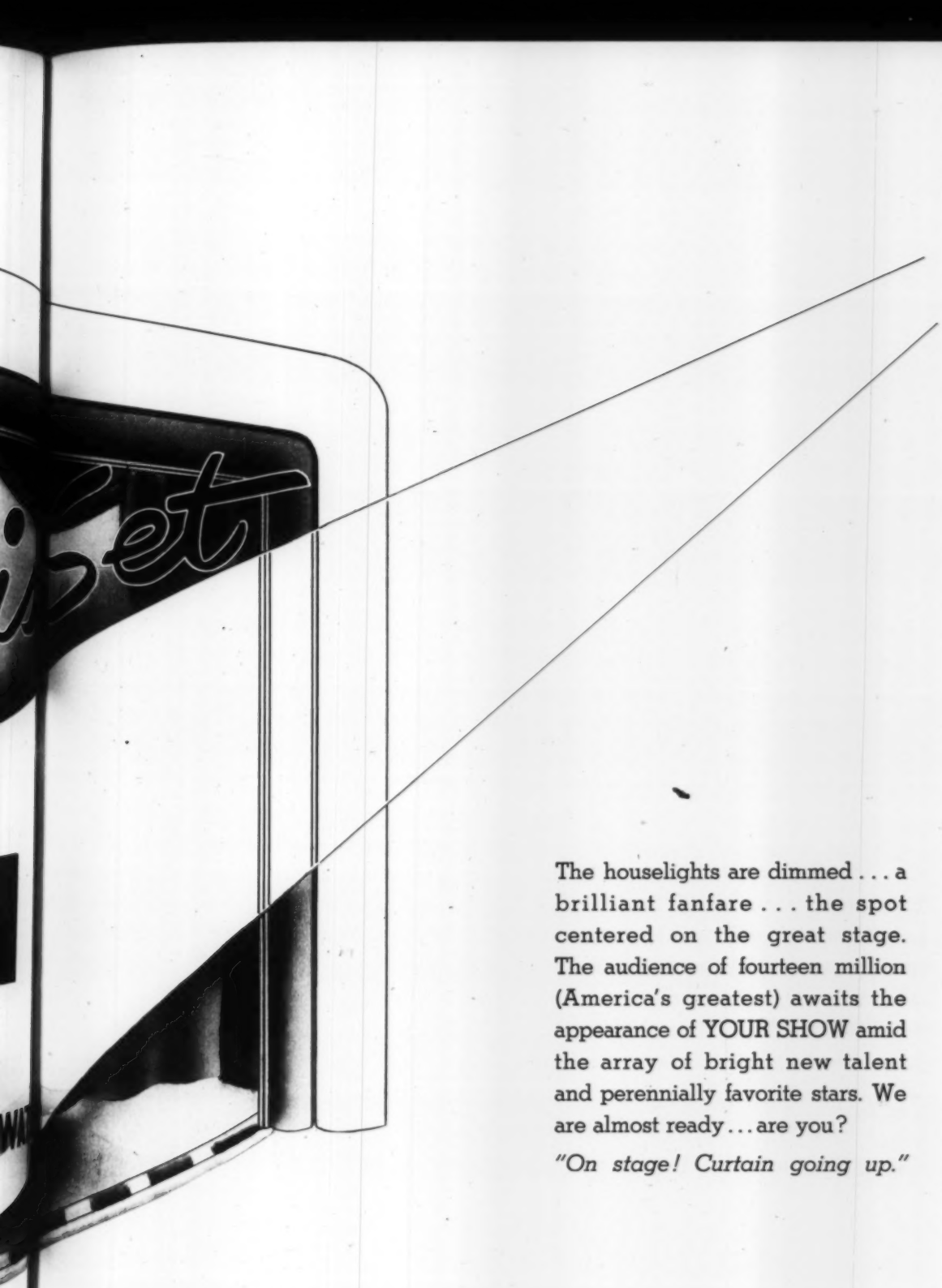
WPTF in Raleigh is NORTH CAROLINA'S NO. 1 SALESMAN!

680 KC NBC Red 50,000 Watts

FREE & PETERS, Inc., National Representatives

AMERICA'S MOST POWER

NEW YORK: 1540 Broadway



The houselights are dimmed . . . a brilliant fanfare . . . the spot centered on the great stage. The audience of fourteen million (America's greatest) awaits the appearance of YOUR SHOW amid the array of bright new talent and perennially favorite stars. We are almost ready . . . are you?

"On stage! Curtain going up."

RL INDEPENDENT STATION

dway 60 OFFICE : 360 N. Michigan Ave.

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Toward ASCAP Peace?

ASCAP again hits high C as radio's No. 1 problem of dollars versus principle. Many affiliated stations are up in arms over the rebate provisions in the proposed network contract with ASCAP to restore its music for the first time since last Jan. 1. But a strong segment of important affiliates believes the deal is a good one—far better than any hoped for when the controversy erupted last year and ASCAP put on the heat for doubled tribute.

There can be no doubt that the deal is far more advantageous than any heretofore proferred. By the same token, however, the type of contract offered by ASCAP, with the onerous logging requirements and inhibitions, virtually eliminates the "pay as you use" method—the principle for which the industry has fought for nearly a decade. Similarly, ASCAP's lethargy in providing an adequate catalog of its works mitigates against any practical application of a per use system.

At this stage, the outlook is anything but tranquil. Affiliates, before they kick over the traces, must ponder several fundamentals. They must decide whether the proposed contract is reasonable, and provides an equitable solution. Dollar-wise, we are told it saves affiliates 40% of their overall music costs, while the networks must spend 60% more.

Under the Government consent decrees of last March, ASCAP cannot go out of business without serious repercussions for BMI, which provided competition in music. There must be at least two relatively strong competitive pools to provide that competition. Yet that certainly doesn't mean the industry perforce should pay a percentage of its receipts on a blanket basis to any music pool.

NBC and CBS are goading their affiliates into quick approval of their blanket arrangement with ASCAP. Here and there, the rebate provision appears to have boomeranged. Moreover, a number of affiliates are not entirely satisfied that BMI will be continued, either by the individual stations or by the networks, once ASCAP is back on a preponderantly blanket basis.

The suggestion has been made that the affiliates, either as network groups or jointly, should be called together by NBC and CBS to explain their respective positions. This plan, strongly advanced by George B. Storer, head of the Fort Industry Co., has definite merit. But there is one danger to be averted. The industry cannot act in concert, under the Department of Justice consent decrees. With proper safeguards it would appear proper for affiliates to foregather to discuss the whole matter, preparatory to negotiation of individual contracts.

The NAB will hold three important district meetings during the next week—in Grand Rapids, Omaha and Tulsa, aside from that in Louisville last week. There NAB President Neville Miller will be able to glean reaction of a substantial cross-section of stations on the whole issue. If dissatisfaction and misapprehension predominates, then the network-affiliate sessions would seem desirable. Only in that way can any unanimity result.

Broadcasters should make no mistake about one hard, cold fact. A BMI without competition would be even more vulnerable than a monopolistic ASCAP. Litigation might ensue, and the Department of Justice would not be disposed to let the broadcasting industry own and control its own raw material. A deal must be made, but not necessarily that now profferred. It can be done without another overdose of name-calling and rabbit-punching. Mr. Storer's proposal, if found expedient, can supply that safety valve.

Tom Symons

RADIO MOURNS the loss of one of its outstanding personalities with the untimely passing of Thomas W. Symons Jr., who died suddenly Oct. 2 on his farm near Newberg, Ore. He had pioneered broadcasting in the West, having established KFPY, Spokane, in 1922, later participating in the establishment of KGIR, Butte. Even before that, he saw in aviation a blossoming public service and took part in the establishment of one of the first commercial transport services after having served in the last war as a flight commander.

Tom Symons was a credit to American radio. A stalwart independent, he operated his stations, including his recently acquired KXL, Portland, Ore., as institutions dedicated to the public service. In his modest, unobtrusive way, he got things done. His interests transcended his own station operations; he spent much of his time and energies over the years in Washington toward the goal of a stable and healthy industry.

His bereaved widow, his mother, his daughter and his son, now an aviation cadet in the Canadian Air Force, will find solace in the knowledge that Tom Symons was revered and respected by his fellow broadcasters as epitomizing the best in American radio.

Prices and Excises

ONCE again radio's perennial nightmare—price quotations—is back to haunt the front office. The Treasury Department, through the Bureau of Internal Revenue, advises caution in advertising prices upon goods affected by the new manufacturers excise taxes. It is pointed out that anyone who knowingly misrepresents the amount of such taxes insofar as they affect prices is subject to fine or imprisonment, or both.

While it is doubtful the Treasury would prosecute a radio station which unwittingly accepts copy violating this provision of the Internal Revenue Act, there's no doubt the station would have some embarrassing moments and a little explaining to do. Already instructions have been issued to tax investigators to be on the lookout for violations and if it is shown that prices were misrepresented or that false "we absorb the tax" advertising was used, prosecution will be instituted.

To avoid this new pitfall it is evident that an accurate interpretation of the Internal Revenue regulations should be obtained before copy quoting prices on the various articles subject to the excise taxes is used on the air.

Anchors Awry

THE NAVY, we have no doubt, knows its business. But it certainly misses the mark on what might be described as its industry relations. We have ranted in these columns before over the Navy's purchase of about a million dollars worth of space in small newspapers to promote enlistments, while radio contributes free spots for the same purpose.

Radio, as a measure of patriotism, is more than willing to contribute its substance to military recruiting, bond drives and other defense essentials. But now the Navy, after having expended these funds, gratuitously announces that the effectiveness of this paid newspaper advertising is shown by increases in Navy recruiting in three centers—Indianapolis, Des Moines and St. Louis.

We have no doubt that the newspaper schedules did contribute to the increased enlistments cited. But no mention is made of the fact that there were free spots, transcriptions and programs in those same areas at the same time. Or that theatres and billboards cooperated. Stations have been contributing an average of 10 announcements per week for Navy enlistments.

These smaller market newspapers have been using the paid campaigns with telling effect in soliciting other business away from their radio competitors. They dun their prospects with the story that even though radio gives it away, Uncle Sam still buys newspaper lineage to get the job done. And unquestionably they use it as a selling device with agencies on national business too.

This new letter is not an isolated incident. It is difficult for us to fathom how an agency of government can help one competitive medium to wean business away from another—business which smaller stations must have if they are to continue to contribute free spots in the interest of national defense.

We Pay Our Respects To —

EDWIN KING COHAN

EDWIN KING COHAN has been a radioman most of his own life and all of the life of the industry. He has been director of the CBS engineering department for 11 years, and has helped the network grow from a small chain of 20-odd stations to the largest regular network in the world.

A native New Yorker, born Sept. 7, 1900, Eddie Cohan broke into engineering when he was eight years old by rigging up a telegraph system circuit with some other kids in his neighborhood. He remembers his first scientific boner as the time he thought "earthing" a wire meant burying it in a flowerpot—but that happened before he was nine.

A 14-year-old veteran in 1914, Cohan ran one of the first dozen ham stations in New York City, 2MY, and he thinks some oldtime amateur operators may remember those call letters. When he was 17, he took a summer vacation job as wireless operator with the Panama Canal Commission and foreshadowed his career as CBS's globe-trotting representative by taking two trips through the Canal to the western coast of South America.

As soon as he got back in New York the Navy asked the promising young engineer to go to work in the Naval Radio Laboratories; he remained there till after the end of World War I. His position with the Navy involved testing and examining equipment and inspecting installations on battleships and merchant vessels entering or leaving the New York harbor.

In 1919 Cohan got back into civilian pursuits and started seven years of hard labor that carried him through every phase of the radio business except broadcasting. During this period, he and L. D. Burgesser co-designed the first high-fidelity audio-amplifier kit offered for public sale.

All that was necessary to assemble the parts was a wrench and screwdriver, combined in one tool, and the invention was a sure-fire commercial success. They sold it to the Spartan Electric Co. and Burgesser and Cohan tossed a coin to see which one would supervise the manufacturing of the kit and which would travel around the country showing distributors how it worked. Cohan travelled.

In 1926, with plenty of rich experience in designing and marketing behind him, Cohan took a position as engineer with WOR, Newark, which shortly afterward became key station of the 14-station Columbia Network. In those days CBS broadcast ten hours of programs a week and Cohan was technical supervisor for all of them. After constructing and equipping studios for Judson Radio Program Corp., Cohan rejoined Columbia in 1930 as the head of all engineering operations. He has been with CBS ever since.

Under Mr. Cohan, the CBS engineering department has supervised all engineering for the Columbia-owned and operated stations, which have constantly been sharpened and spruced up to keep abreast of technical developments. He has had personal charge of the CBS mobile engineering units which help affiliates construct transmitters and studios.

Under Cohan's active supervision, 16 Columbia stations operate with 50,000-watt transmitters. He has been Columbia's flying representative at conferences in Warsaw, Paris, Bucharest, Cairo, and most recently in Santiago, Chile. An airplane enthusiast, Cohan gave up counting his air mileage at 200,000 miles, and that was some time ago. Another of his direct responsibilities is CBS short wave transmission, which is reaching a peak now in the construction of two new 50,000-watt transmitters and intense, hemisphere - minded activity in South America.

Mr. Cohan's store of radio anecdotes is inexhaustible, but one that tops them all is the story some of his veteran associates tell of him. In the winter of 1932, President-elect Roosevelt was in Miami with the late Mayor Anton Cermak of Chicago. Roosevelt was speaking over local CBS station WQAM, and Cohan, whose car even at that time was radio-equipped, was riding around Miami on vacation but listening in. Suddenly the broadcast was interrupted by two sharp reports, which Cohan immediately recognized as pistol shots even though the announcer, to forestall a panic, said they were merely photo flash-light explosions. Cohan raced to the scene of the broadcast and found that Mayor Cermak had been fatally wounded by a bullet intended for the President. He rapidly reversed the network circuits to Miami, and within 30 minutes put an eye-witness account of the shooting on CBS—the first news the public had of it. That was one of radio's earliest news scoops, engineered by an engineer in a day when radio news was generally not as quickly-geared and independent as now.

Another big day comes in the life of Eddie Cohan, Oct. 18, when it's expected that WABC's new transmitter on Columbia Island in Long Island Sound goes on the air. The new transmitter is unique inasmuch as the island was nothing more than a tideswept point of granite until CBS moved in and built an ultra-modern transmitter house and 410 foot tower.

Cohan won a commission as lieutenant in the Naval Reserve in 1934, and this year was awarded the Marconi Medal of Achievement in Radio. His hobby is yachting and he boasts that has has the "largest" 30-footer in the world. It is certainly one of the most perfectly equipped from a radio standpoint, and, logically, is named *Electron*. He is married and has a daughter, Jane, 10 years old. The Cohans live in New York City.

Personal NOTES

BOB TROUT, CBS ace special events and news broadcaster, on Oct. 14 is flying via Clipper to London to serve as CBS European news chief while Edward Murrow, now in that position returns to the United States [BROADCASTING, Sept. 22], for several months of rest and lecturing, his first trip home since February 1939.

WALTER LINK, sales manager of WGAC, Augusta, Ga., is confined to a hospital following an emergency operation.

CLAY DANIEL, program director of WDNC, Durham, N. C., before joining WSJS, Winston-Salem last May, has been named night manager of WSJS.

ROBERT SMITH, salesman of WOR, New York, last Monday received an inscribed watch at a WOR sales meeting in recognition of his qualification for membership in the station's "Million Dollar Club." Three other WOR salesmen have passed the million-dollar sales mark, according to Gene Thomas, WOR sales manager.

LOUIS T. RIGDON, formerly of WSB, WCHS and WSAZ, on Oct. 15 joins WTOC, Savannah, Ga.

CHARLES BEARDSLEY, formerly of the sales staff of WMRN, Marion, O., has joined a Columbus, O., advertsing agency.

HOWARD WALSH, formerly of Messerow & Associates, Chicago advertising agency, has joined the sales staff of WIND, Gary, Ind.

GLEN H. TICER, for ten years a member of the NBC sales staff in San Francisco, has joined KQW as account executive.

STANLEY BRACKEN has been named general manager of manufacture of Western Electric Co. Mr. Bracken has been engineer of manufacture.

WALLACE W. LOCKWOOD has been appointed advertising manager of the Taylor Instrument Cos., Rochester, N. Y., succeeding Elmer E. Way, resigned. Mr. Lockwood was formerly with the David Tynion Adv. Agency of Syracuse.

C. ROY HUNT, general manager of KOIN-KALE, Portland, Ore., is at Rochester, Minn., where he will spend the next month to six weeks recuperating from an operation.

GEORGE H. THOMAS, manager of KVOL, Lafayette, La., and manager of the Evangeline Hotel which houses KVOL, was recently elected president of the Louisiana Hotel Assn. at the hotel convention.

WILLIAM PARKER, formerly of the CBS Detroit office, has been appointed to the vacancy created by Tom Dawson's return to Minneapolis [BROADCASTING, Oct. 6] and will manage the Detroit branch of CBS Radio Sales out of WBBM, Chicago.

JOHN SUTPHEN, of the commercial department of WTRY, Troy, N. Y., on Oct. 3 married Barbara Ann Ballard of New Rochelle.

J. M. REGOTTAZ, who has been with RCA Mfg. Co. for 19 years in various capacites, has been appointed export manager of the company to direct and coordinate export distribution activities from headquarters in Camden.

Hough Names Enoch

ROBERT D. ENOCH, formerly of WKY, Oklahoma City, has been named general manager of KTOK, Oklahoma City by Harold V. Hough, KTOK president. He replaces Ted McCorkhill who is returning to Arthur H. Hagg & Associates, station representatives. In his new job Mr. Enoch will assume the post of managing director for the Oklahoma network of seven stations.

Emil W. Kimmelberg

EMIL W. KIMMELBERG, 69, first vice-president of Albert Frank Guenther Law, New York, died Oct. 6 of a heart attack at his home in New York. In June 1938, Mr. Kimmelberg completed 50 years in the advertising field, having joined the agency in 1888. Surviving are his wife, a son, and two daughters.

Watson Back at WMBD

BROOKS WATSON, who for the last six months has been serving under Edward M. Kirby in the Radio Branch of the Bureau of Public Relations for the War Department, has returned to WMBD, Peoria, Ill., as program director, a position that he held prior to his appointment to the Radio Branch. Mr. Watson had been with WMBD for five years, coming in 1937 from a Peoria newspaper to assume an announcing position.

BEHIND the MIKE

TOMMY SMITH, formerly program director of WPEN, Philadelphia, now stationed at Indiantown Gap, Pa., with the 103d Engineers, has been appointed editor-in-chief of the Army camp newspaper. He will be transferred to Harrisburg, Pa., to fulfill his new duties.

AXEL GRUENBERG, a former member of the NBC production staff in Chicago, and Roy Lockwood, recently with the British Press Service, have joined the NBC production staff in New York.

ROY COLLINS, page boy of WOR, New York, as well as songwriter, tap dancer and singer, last week won first prize for his acting on the amateur radio theatre program *People's Playhouse*, heard weekly on WOR, New York.

PAUL HADLEY, news editor and special events announcer of WWNY, Watertown, N. Y., leaves shortly to join the Naval Reserve.

JIM ROSE, formerly of WNYC, New York, and Bob Walters new to radio, have joined the announcing staff of WWNY, Watertown, N. Y.

ARTHUR VAN HORN, formerly announcer of KFRC, San Francisco, has joined the announcing staff of WOR, New York.

JOHN T. VORPE, formerly production manager of WHK, Cleveland, and previously publicity director of WTAM, Cleveland, has joined MBS as program service supervisor, concentrating on the Coca Cola Co. account and new program ideas.

Mrs. Barber Honored

MRS. WALTER BARBER, wife of "Red" Barber, ace sportscaster of WOR, New York, last week received a fitted traveling case as a token of appreciation from his friends at WOR. An accompanying letter from Alfred J. McCosker, WOR president, stated that the gift was sent to make up in part for "the many hours Red has spent on the air and away from home," and as thanks "for your cooperation and efforts which have spurred him on to greater achievements."

LORING KNECHT has left KFYR, Bismarck, N. D., to join WCAL, Northfield, Minn. He is replaced by Bill Weaver, formerly of Aberdeen, S. D.

TED GRACE, announcer of WJR, Detroit, recently qualified as an ensign in the Naval Reserve, and expects to receive orders for active duty by mid-October.

JOHN D. WHITMORE, formerly director of publicity of WJHP, Jacksonville, has been named program director of WLOF, Orlando, Fla.

ROY HANSEN has been appointed chief announcer of WLOF, Orlando, Louise Grant, publicity director, and Charles F. Dallas, chief auditor.

BILL McCORD, announcer of the *Boys Town* and *Easy Chair* programs of WLW, Cincinnati, has been called to do civilian work in the emergency personnel department of the Secretary of War. He assumed his new duties Oct. 6.

ALLEN WARD, formerly of WTSP, St. Petersburg, Fla., has joined WPAT, Paterson, N. J., as announcer and commercial copywriter. Also new to the WPAT announcing staff is Hal Kosut, formerly of WWRL, New York.

JACK MARTIN, formerly announcer on the *Fashions in Music* program on WHN, New York, has rejoined WOPI, Bristol, Tenn., as sports announcer.

RAY REEVE has been promoted to program director of WRAL, Raleigh, N. C.

PHIL COHEN, radio director-producer recently head of the radio research program of the Library of Congress on a Rockefeller Grant, has joined WNYC, New York's Municipal station, as acting program director in charge of production.

PRIVATE THOMAS DeHUFF, formerly in the advertising and promotion department of NBC, has received a specialist rating and is serving in the Public Relations Office at Ft. Monmouth, N. J. He recently completed a series of Army broadcasts on WCAP, Asbury Park, N. J. Also serving in the same Public Relations Office and promoted to corporal Oct. 2 is Alfred M. Scott, former in the NBC sound division.

MARJORIE HAYE CAMP, free-lance radio writer and formerly on the editorial staff of *Time* and *Life* Magazines, has joined WMCA, New York, as a continuity writer. Also joined WMCA on the production staff is Waring Gillespie, formerly of J. W. Pepper Adv. Agency.

BILL HUCK, formerly of WGAC, Augusta, Ga., is now in the Naval Air Corps.

WILLIAM S. BARKENTIN, formerly of the Oliver Sayler Publicity Office, has joined WOR, New York, as a continuity editor, succeeding Robert Blake, who last Monday was inducted into the Army.

PAUL STEWART, formerly of KFBI, Wichita, Kan., has joined the announcing staff of KWBW, Hutchinson, Kan.

GENE MARTIN, news editor of WFAA, Dallas, Tex., on Oct. 3 married Gertrude Buchanan of Denver.

JIM DOYLE, Hollywood announcer, has been assigned to the thrice-weekly quarter-hour *News & Views* with John B. Hughes, which started Sept. 30 for five weeks under sponsorship of Studebaker Sales Corp., on 32 Don Lee stations.

HUBERT MOREHEAD, of Columbus, O., has joined the announcing staff of WMRN, Marion, O.

TOM DYER, of the promotion department of KSO-KRNT, Des Moines, is the father of a baby girl born Sept. 23.

BYRON PALMER, of CBS Hollywood guest relations staff, has been made an announcer. Clark George has taken over his former duties.

IT'S THE MIKE on the flying trapeze as WSIX, Nashville, does an interview with members of the Peaches Sky Revue at the Tennessee State Fair. Jack Wolever, program director of the station, sits 100 feet up for his interview with one of the members of the act.

BOB SEAL, of KGO-KPO, San Francisco, is now conducting the weekly class in radio writing at the U. of California extension division in place of Arnold Marquis who recently transferred to NBC Hollywood.

HAROLD MODLIN, announcer of WIBC, Indianapolis, is taking instructions in flying.

JACK SULLIVAN, formerly of WNBC, New Britain, Conn., has joined WFCI, Pawtucket, R. I., as editor and newscaster.

BILL ADAMS, formerly of WSAZ, Huntington, W. Va., has joined WCHS, Charleston, W. Va. Ronald Dawson, formerly of WOL and WJSV, Washington, has joined WCHS as production manager and continuity chief.

BILL MURPHY, continuity director of KIT, Yakima, Wash., is the father of a baby boy born Sept. 24. Dave Lindberg, KIT traffic manager, on Sept. 24 became the father of a girl.

VIC HURLEY, formerly continuity director of KOMO-KJR, Seattle, has joined KHQ-KGA, Spokane, Wash., as program director. H. J. McAllister, acting production manager of KHQ-KGA, has been named chief announcer.

GEORGE HALL, former editor of the *St. Louis County Observer*, has joined the news staff of KMOX, St. Louis, replacing Don P. Owenby, who has resigned to take a job in the East.

MRS. WILL R. ATKINSON, former studio hostess at WLW-WSAI, and former soprano soloist with the Cincinnati Symphony, died Oct. 2 at her home in Cincinnati at the age of 60.

ATTENTION

The Commercial Manager of a New York City Station . . . a young man with an acknowledged record of achievement in Sales . . . considered one of Radio's most prolific producers by the top men in the Industry . . . a salesman to whom the commercial success of several of New York's Independents owe a substantial portion of their national recognition—seeks a similar berth in any promising market elsewhere. The deal? One based on results and production of business! All negotiations strictly confidential.

Box 5A, BROADCASTING

LUCIEN DAVIS, KNX, Hollywood, assistant commercial editor, has been appointed to CBS producer contract on sponsored shows. He succeeds Ray Erlenborn who recently took a leave of absence to join the CBS *Al Pearce & His Gang* show for Camels.

CHARLES GARLAND, KMPC, Beverly Hills, Cal., sales promotion and publicity director, has resigned to devote fulltime to his twice-weekly quarter-hour commentary, *Hollywood on Parade*, sponsored by West Coast Construction Co.

LEITH STEVENS, Hollywood musical director of the CBS *Big Town* series, sponsored by Lever Bros. (Rinso), has composed an original score for the RKO picture "Syncopation", now in production.

ROSELLEN CALLAHAN, CBS New York fashion editor, is currently in Hollywood covering network programs originating from the West Coast.

CLIFF ARQUETTE, Hollywood actor featured on the weekly NBC *Point Sublime*, sponsored by Union Oil Co., has been made mayor of Sherman Oaks, Cal.

DICK BERTRANDIAS, writer-producer of KPO-KGO, San Francisco, is scheduled to leave soon for a special training course with the Naval Reserve, in which he recently was commissioned an ensign.

DAVE VAILE, announcer, formerly of KOA and before that with KYA, has joined KFRC, San Francisco.

JOE GILLESPIE, announcer of KPO-KGO, San Francisco resigned Oct. 4. He reported for duty at Palo Alto Airport to take advanced non-college civilian pilot training in the program of the Civil Aeronautics Authority.

PARKER GAYMAN, announcer, formerly of KLS, Oakland, Cal. has joined KPO-KGO, San Francisco.

ROBERT DUMM, son of Wesley I. Dumm, principal owner of KSFO, has been named program director. For several years he has been in charge of the special events department. He succeeds Clif Howell, who resigned to go to the production staff of CBS in Hollywood. Ken Craig, formerly chief announcer, had been named KSFO production manager.

BOB MURPHY, news commentator of KSTP, St. Paul, is the father of a recently-born baby boy, Martin Michael.

BERTRAND HEFLIN has been named publicity director of WFAA-KGKO, Dallas, succeeding Norval Schneringer who joined the Couchman Agency, Dallas.

FRANK COOLEY, formerly of KMOX, St. Louis, and KSLM, Salem, Ore., has joined the announcing staff of KIRO, Seattle, Wash.

BRIT GRINDLING, formerly of WELL, Battle Creek, Mich., and Art Madeley, formerly of WPAX, Thomasville, Ga., have joined the announcing staff of KPAC, Port Arthur, Tex.

BOB LANNING, of CBS Hollywood mail department, has been promoted to the public relations division. He replaces Ray Rosecrans who resigned to join the sales staff of KDB, Santa Barbara, Calif.

EDDIE DOOLEY, sportswriter, is again forecasting the week's football games Thursday evenings at 11 p.m. on MBS.

CARL S. HESTER, continuity editor of WOOD-WASH, Grand Rapids, Mich., has been promoted to traffic manager of the station, succeeding David H. Harris who was transferred to the Detroit offices of King-Trendle Broadcasting Corp. Robert Gray, formerly of McCann-Erickson, Chicago, becomes the WOOD-WASH continuity editor.

RAY D. WILLIAMS, formerly announcer of WHIP, Hammond, Ind., has joined WATW, Ashland, Wis.

GENE GERMINO, formerly of WDNC, Durham, N. C., has been appointed a sergeant in the 71st Quartermaster Corps, Camp Shelby, Miss.

ROBERT BLAKE, for the last year continuity editor of WOR, New York, left Oct. 3 to join the Army at Fort Dix, N. J.

Strangers

ALTHOUGH they both originate a news commentary on WRVA, Richmond, Va., several times a week W. E. Debnam, newspaper editor, and Joseph Reed, writer, never met until a few days ago when they both happened to drop into Business Manager Barron Howard's office.

THEODORE TOLL, formerly editor of *Down Beat*, has joined NBC Central Division production staff as a director.

VERNICE SHIELS of Howard H. Wilson Co., Chicago, was married to Arch Greisen Oct. 10 in Chicago.

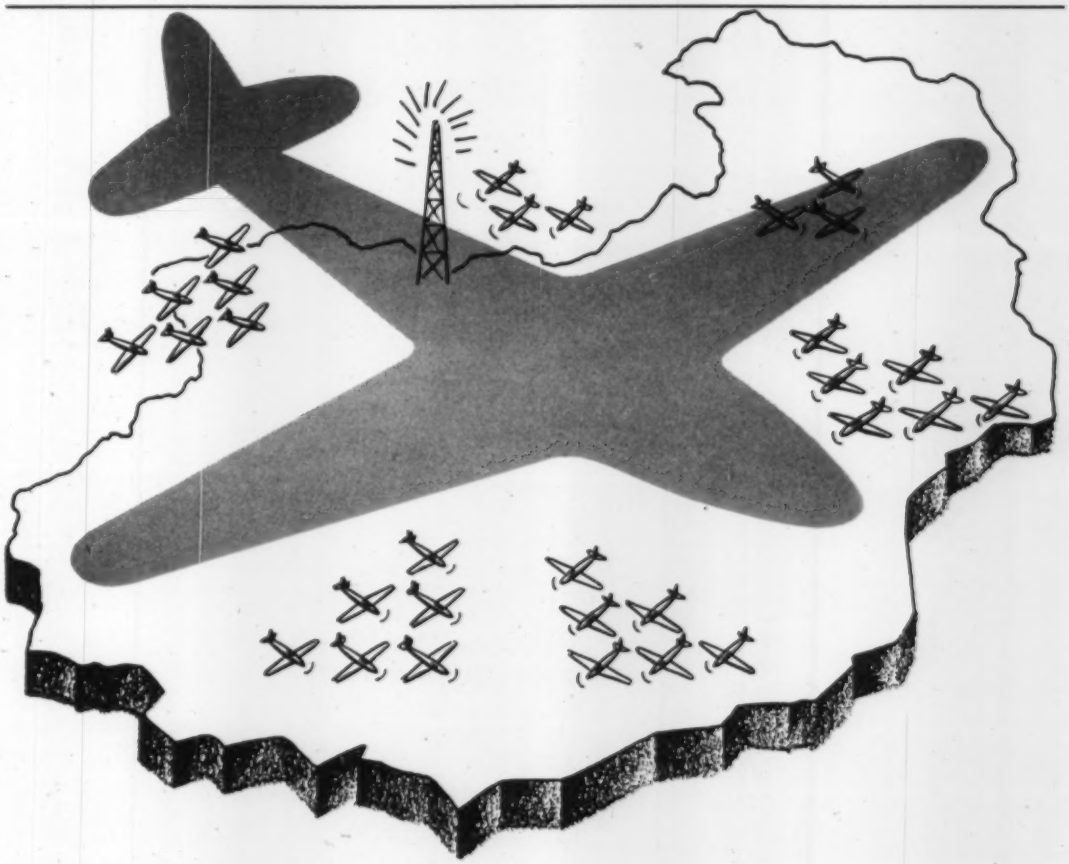
BOB McCREERY, announcer of WFMD, Frederick, Md., has announced his engagement to Miss Dorothy Wilcox, of Washington.

JEAN PAUL KING, veteran announcer, formerly on many New York network commercials, is now in Tacoma, Wash., where he has an executive position at his father's undertaking firm. He keeps in touch with the microphone by presenting occasional sports programs on KVI and newscasts on KTBI.

DON OTIS, KFAC, Los Angeles, music department director, recently became the father of a girl.

STAN WARWICK, formerly of KHQ, Spokane, has joined the announcing staff of KOIN-KALE, Portland, Ore.

TOM HARMON, sports director of WJR, Detroit, is doing a two-a-week football story for the *Detroit Times* in addition to his radio work.



WHAMland *"Keeps 'em Flying—"*

Lights burn through the night in the machine shops, the factories and the hangars of WHAMland. From their lathes and presses, furnaces and assembly lines come a multitude of parts and completed planes for Uncle Sam's birdmen. The workers of WHAMland are busy.

Defense has brought added prosperity to always prosperous WHAMland. Throughout the whole 43 county primary area where WHAM's clear channel 50,000 watts brings the best in entertainment to some 900,000 radio homes there's a market more prosperous than ever. For approximately one-third the cost of localized coverage of the same area, it can be yours, with WHAM.

WHAM

Rochester, N. Y.

National Reps.: George P. Hollingbery Co.

50,000 Watts . . . Clear Channel . . .
Full time . . . NBC Blue and Red Networks

"The Stromberg-Carlson Station"

WSGN

BIRMINGHAM, ALA.

Now **610**

Coverage Proves Kc. Count More Than Kw.

Headley-Reed Co.
National Representatives

BOB FORWARD, formerly KFRC, San Francisco, announcer, has joined KHJ, Hollywood.

PAUL HENNING, Hollywood writer of McKee & Albright, on the NBC *Rudy Vallee Show*, sponsored by National Dairy Products Corp., (Sealtest), is the father of a girl born Sept. 30.

RANDY BLAKE, formerly of WHAS, Louisville, has joined KNX, Hollywood, as announcer-m.c., and is conducting a six weekly, early morning program.

EDWARD PADULA, formerly NBC New York television producer, has joined Paramount Pictures, Hollywood, as a director.

STAN WARWICK, formerly of KHQ, Spokane, has joined the announcing staff of KOIN-KALE, Portland, Ore.

FRANK HEIBECK has been named program director of WLOK, Lima, O., while Harley Lucas has been named chief announcer. Additions to the announcing staff include Henry Stambaugh and Robert Miller, while Catherne Goeke will handle women's programs.

MARTY GLICKMAN, sportscaster of WHN, New York, on Oct. 1 became the father of an 8½-pound baby girl, Elizabeth.

MBS Signs Eaton

RICHARD EATON, newscaster who has spent 20 years abroad as Russian correspondent for the *London Daily Mail* and the *Paris Matin*, a writer and publisher in Paris, and owner and managing editor of the French Newspaper Union, has joined the MBS staff of commentators. On Oct. 13 he starts broadcasting Mondays through Thursdays, 3-3:15 p.m., and 6-6:15 p.m. on Fridays.

KFSD
The N B C Station
SAN DIEGO
America's fastest growing BIG city
600 Kilos.
The best frequency for REAL coverage
You cannot reach this rich San Diego market without KFSD, notwithstanding any claims to the contrary.
Over half of the residents of San Diego depend entirely on local stations for their radio service.
Buy time NOW on KSFD where your advertising covers the Nation's Outstanding Defense Center
★City population 280,000
County population 95,000
Trainees 30,000
Aircraft Employees 40,000
For complete information contact our National Representatives or write
KFSD
San Diego, California
National Rep. PAUL H. RAYMER CO. NEW YORK • CHICAGO • SAN FRANCISCO • CLEVELAND • DETROIT • LOS ANGELES

Versatile Bob

BOB INGHAM, of WTOL, Toledo, has been voted the most popular baseball announcer in Ohio. But late in September, when a local clergyman failed to appear for WTOL'S *Morning Altar* feature, Bob sprung to the breach and delivered a first-class inspirational message. His treatment of the Scriptures drew commendation from the Rev. Harlan Frost, executive secretary of the Toledo Council of Churches. A week later, with the Rev. LaMarr Rice out of the city for a convention, Rev. Frost again prevailed upon the sports commentator to handle the program, giving him further claim to a Billy Sunday sort of life, mixing sports and religion.

Meet the LADIES

VIRGINIA DAVIS

AN AVID interest in news from the woman's standpoint as well as a realization that news broadcasts have become an integral part of the ladies' listening habits, qualifies Virginia Davis for her new post of director of women's programs of KXOK, St. Louis. For the past two years Miss Davis has broadcast the KXOK *Food Scout* program thrice-weekly. Now in her new capacity she will also do a news commentary, Monday through Friday, in which she will interview prominent and interesting names in the news. Virginia is a graduate of Sarah Lawrence College, Bronxville, N. Y., and the Missouri U School of Journalism. Besides her radio work Miss Davis writes a daily Food Scout column for the St. Louis *Star-Times*.

KMOX Teachers

SIX staff members of KMOX, St. Louis, will teach in their spare time in local schools during the coming semester. Arthur Casey, director of publication relations, will teach radio production at the Adult Study Center of Washington U; J. Soulard Johnson, director of sales promotion, will conduct classes in advertising at Washington U; Ellen Lee Brashear. director of education, is a consultant in radio writing at the Adult Study Center; Larry Neville, head of the continuity department, and his assistant, Richard Sharp, will teach radio writing at Jefferson College; Gordon Sherman, engineer, will head a class in radio principles at St. Louis U.

True Runs for Council

HAROLD TRUE, newscaster of WXYZ, is one of 122 candidates who have filed petitions to run for the Detroit Common Council. Interest in the council race has been heightened this year, accounting for the heavy run of candidates, due to the fact that four of the nine members have been ousted after indictment in a housing graft scandal. True, who is 50 has been with WXYZ for 11 years and is widely known in the radio listening audience of the Detroit area. Born in Hornell, N. Y., he attended Cleveland Law School and has been a Detroit resident since he joined the station in 1930.

Rosenberg a Candidate

JACK ROSENBERG, president of Local 802 of the American Federation of Musicians, will be a candidate for New York's City Council in the November mayorality elections on the American Labor Party ticket. Chairman of the theatre craft union committee backing Mr. Rosenberg is Bob Miller, president of the Music Publishers Contact Committee.

WROK Advisors

ORGANIZED by WROK, Rockford, Ill., to give local groups a voice in the station's programming policies, 50 representatives of civic and fraternal organizations have volunteered to join the Rockford Radio Council. The first conference meeting, held early in October, featured appearances by Dorothy Lewis, vice-chairman of the Radio Council on Children's Programs, WROK Manager Walter M. Koessler, Program Director John J. Dixon, Promotion Manager W. R. Traum and Florence L. Shugars, in charge of public relations.

DOUG EVANS, KFI-KECA, Los Angeles, producer, has been signed by Universal Pictures for a role in "Melody Lane," currently in production. Evans recently completed an acting assignment in a Dick Tracy serial film, released through Republic Productions.

TED COLLINS, manager and business partner of Kate Smith, noted radio singer, has bought the Long Island Indians, one of the six teams in the American Assn. Pro Football League.

HAVE YOU OVERLOOKED CENTRAL NEW ENGLAND?

1000 Watts on 750 Kc

WHEB

PORTSMOUTH, N. H.

the Clear Channel Station

Mr. A on Symphonies

BY MAURICE CONDON

Mr. K. W. Amplistat, gimlet-eyed cliché sleuth, having declichéd the dance band announcer, and the sportscaster, now turns his attention to the heavy-voiced announcer of serious music programs. Mr. Condon, of WGAR, Cleveland, presented the dialogues between Mr. A and a dance band announcer in the Aug. 11 issue and a sportscaster Aug. 25.

Q. And you, sir, are commentator for the serious music program?

A. Precisely.

Q. At the commencement of a symphony, I assume you inform the audience that the conductor is taking his place before the orchestra?

A. The conductor does nothing of the kind. He ascends the podium.

Q. Is he a capable conductor?

A. An interpretative giant, I assure you.

Q. Does he enjoy the orchestra's cooperation?

A. He plays on the orchestra as on a great organ.

Q. Is he responsible for unusual effects?

A. He moulds subtle harmonies ... ever-changing nuances.

Q. How do you identify the type of music which is presented?

A. It is music which has endured through the ages.

Q. If there is particular emphasis given to the violins, how do you reveal this fact?

A. I point out that the entire string section will play as one man.

Q. What kind of crescendoes will be heard?

A. Mighty crescendoes.

Q. What might a typical serious music program include?

A. In our delve into the classics, we may include Papa Hadyn, father of the string quartet, and one of the most prolific of composers.

Q. If Beethoven is on the program, you will name him . . .?

A. The immortal Beethoven.

Q. Haven't you forgotten something?

A. Certainly not. I will make reference to his deafness.

Q. How about Schubert?

A. Schubert is the immortal melodist.

Q. Mozart?

A. The child prodigy.

Q. Haven't you overlooked something?

A. True. It is my custom to speak of this genius as Wolfgang Amadeus Mozart.

Q. You refer to Wagner's music by saying. . .

A. I point to its heroic grandeur . . . its mysticism . . .

Q. Tchaikowsky is . . .

A. The gifted Russian classicist.

Q. If there is a guest artist, he or she is what?

A. One of the outstanding virtuosi of our times.

Q. And should the artist play a Stradivarius, it is . . . .

A. A mellow Strad.

Q. If there is any doubt in your mind as to the correct classification of a selection, you name it . . .

A. Tone poem.

Q. Very good. And one last query. After the applause that greets the conductor, what falls over the audience?

A. Definitely, beyond all question, a hush.

Book Participation

BOOK HOUSE FOR CHILDREN, Chicago (book publishers), is sponsoring weekly participations on *What's New*, WTMJ, Milwaukee; *Style & Shopping*, KDKA, Pittsburgh; *Ruth Welles*, KYW, Philadelphia; *Carol Cabot*, WEEI, Boston; *Consumer's Foundation* WLW, Cincinnati; *Jessie Young*, KMA, Shenandoah, Ia.; *Barbara Brent*, WFAA, Dallas. One station in Chicago, and several in the Midwest and on the Pacific Coast will be added, according to the agency, Presba, Fellers & Presba, Chicago.

The famous Chicago Blackhawk hockey games broadcast by WENR Thursday and Sunday nights for the 1941-42 season are now available for sponsorship.

7,500,000 paid admissions is the record of attendance at hockey games last season, and even that represents only a small percentage of the people who are interested in the sport.

The famous Chicago Blackhawk hockey games broadcast to millions over Station WENR—the 50,000 watt Chicago key station of the NBC Blue Network—is a hard-hitting, high-scoring sales weapon.

Here's your chance to score a winning point with sports-loving people—through a vehicle they will appreciate. Their goodwill is bound to result in more sales and greater profits for you.

Get the sponsorship of this popular series of broadcasts NOW and complete your plans for a BIG sales campaign this fall. . . . Complete information will be sent to you upon request by station

WENR *Chicago*

SUPERIOR 8300

Or NBC Spot Sales Offices in

NEW YORK CHICAGO BOSTON WASHINGTON CLEVELAND
DENVER SAN FRANCISCO HOLLYWOOD

WBNX NEW YORK

THE MOST INTIMATE AND EFFECTIVE SALES APPROACH TO AMERICA'S LARGEST MARKET.

5000 WATTS *Directional*

OVER METROPOLITAN NEW YORK

You'll Get

A-1 PRIORITY

in the Washington Market with these programs now available on WRC

KENNETH BANGHART

An established News Program (with AP Service) now on five days per week, 9:30 to 9:45 a. m. Sponsored three days weekly by SweetHeart Soap—avaliable Tuesday and Thursday, at a cost of only $17 per program, net, plus time.

THE WRC HOME FORUM

Mary Mason's program has been on the air longer than any other show featuring items and products of special interest to women. On Monday, Wednesday and Friday, 1:15 to 2:00 p. m. and Tuesday and Thursday, 1:30 to 2:00 p. m., the WRC Home Forum has condensed participations available at $15, and detailed participations for $30—subject to regular discounts.

RAY MICHAEL

For more than four years Ray Michael has done football, baseball, golf matches, ice hockey and basketball games, as well as general sports reviews on WRC. His enthusiastic audience likes his delivery as well as his complete knowledge of all types of sports. Available for five minutes or ten minutes 3 times, 5 times or 6 times per week at low program cost, including talent and news.

THE WOMAN'S WORLD

After more than six years of experience in radio, Joan Harding came to Washington and has been doing a news program of interest to women and about women for over six months. The program is unusual—it's new—it's listenable—and men as well as women like it. In ten or fifteen-minute units your cost for talent and program material will be small for either three or five times weekly.

YOUR TIMEKEEPER

By far the highest rated program of any of the musical clocks of any station in Washington, proven by repeated surveys. Gordon Hittenmark has the morning audience. Announcements are available Monday through Saturday from 7 to 9 a. m. (on a rotated time basis) at only $12.50 per announcement, subject to discounts up to as high as 25%. The best mass appeal buy in Washington.

Many more available . . . sure to suit your product, pocketbook or preference. Ask us about them.

980 k. c. WRC 5000 Watts

Red Network of National Broadcasting Company

Represented Nationally by NBC Spot Sales Offices in Washington • New York • Chicago • San Francisco Boston • Cleveland • Denver • Hollywood

Studio Notes

WGN, Chicago, has recorded an attendance of 70,331 at its studio shows during the summer months, June through September, and conducted an additional 5,610 visitors on tours.

KPAC, Port Arthur, Tex., is credited with saving ship owners from great damage during the recent Texas hurricane, when the station stayed on the air for 44 consecutive hours tracing the course of the storm for Gulf Coast listeners and bringing latest Government Weather Bureau information every fifteen minutes.

OVER 1,000,000 votes were cast in a popularity contest conducted for children on KOY, Phoenix, recently. All the votes were proof of purchase, votes being accompanied by wrappers.

KOA, NBC Red outlet in Denver, and KFBC, Cheyenne, Wyo., affiliate of NBC, scored a beat by originating a network broadcast from Devil's Tower, Wyo., where George Hopkins, former RAF parachute instructor, had been marooned. The flyer on Oct. 1 was isolated on the top of the thousand-foot natural rock monolith and on Oct. 4, the stations originated their broadcast from the wild region at the base.

DUE to increased activity out of Chicago, MBS has expanded its Chicago office, moving from the 12th to the 21st floor of Tribune Tower. New telephone number is Whitehall 5060.

WPTZ, Philco television station in Philadelphia on Oct. 8, televised the entire performance of the Hamid-Morton Circus, sponsored by the local Shriners, direct from the Philadelphia Arena.

FIRST MAJOR sustaining religious series to be presented by MBS started Oct. 12 as a weekly half-hour program titled *Mutual's Radio Chapel*, and produced in cooperation with the Protestant, Catholic and Jewish faiths. Leading speakers of the three denominations are featured on the series, which originates in various cities throughout the country.

CKLW, Windsor, Ont., gave its 50 employes a bonus during September in lieu of a cost-of-living weekly pay increase, as given recently by the Canadian Broadcasting Corp. to most of its employes.

WOR, New York, last week announced its decision not to appoint a new manager for its Chicago office. John Shelton and Bob Wood continue as salesmen out of Chicago, reporting directly to Rufus Maddux, WOR sales director in New York.

SOCIAL WELFARE work in Chicago is the theme of *The Story of Constance Worth*, quarter-hour sustaining dramatic serial started again on WBBM, Chicago, on Oct. 11 after a five-month absence.

Sales through the air

WING

Dayton, Ohio

5,000 WATTS

Day and Night

NBC RED & BLUE

National Representatives

PAUL RAYMER CO.

buy WING—get WIZE (BONUS STATION)

DAYTON, O. SPRINGFIELD, O.

Annual Report of CBC Has $183,585 Surplus

A NET operating surplus of $183,585 for the year ending March 31, 1941 was disclosed by the Canadian Broadcasting Corp. in its annual report submitted to War Service Minister Thorson by Rene Morin, chairman of the Board of Governors, and made public Oct. 6 in Ottawa. Income amounted to $4,092,794 against expenditures of $3,909,209.

By far the largest item of income was the $3,140,259 received in radio license fees, with commercial broadcasting accounting for $895,066, and subsidiary hookups $44,647. Expenditures on programs totaled $1,721,755; station network $725,969; engineering $746,154. The surplus of $183,585 remained after deductions for depreciation of fixed assets and equipment.

WHIP, Hammond, Ind., now operating 22 hours daily under new fulltime grant, has moved its general executive offices in Chicago from the Kimball Bldg. to larger quarters at 165 N. Michigan Ave. New phone number is Randolph 3727. Station will continue to broadcast from Hammond and will also carry programs originating in two studios at the new Chicago location. Mark Love, soloist with the Chicago Symphony Orchestra and the Chicago Opera Company, has been made artistic director.

TO GIVE listeners of WELI, New Haven, and members of the New Haven Ad Club a first-hand account of life in warring England, the station has arranged for Homer Jenks, United Press correspondent recently returned from London, to speak Oct. 13 on a half-hour broadcast, followed by an informal question and answer session.

WCED, DuBois, Pa., is enjoying a heavy schedule of remotes with a technician assigned to fulltime handling of such programs. On a recent Saturday, WCED carried two football games, two street quizzes, a kiddie hour, a musical recital, a dance remote and a Saturday night hillbilly jamboree.

W59C, FM adjunct of WGN, Chicago, has published its initial rate card. Between 6:30 and 10:30 p.m. rate is $75 for one-hour, $55 for half-hour with quarter-hour periods not quoted; before 6:30 p.m. and after 10:30 p.m. one-hour is $37.50, half-hour $27.50, quarter-hour $20. Discounts are 5-10-15% for 13-26-52 weeks, with additional frequency discounts scaled up to 35% dependent on number of broadcasts per week. Station break announcements range from $1.50 to $5, and hourly five-minute newscasts are quoted at package rates scaled downward from $119 for 13 weeks.

KHQ-KGA, Spokane, Wash., has acquired additional space in its Radio Central Bldg., headquarters covering more than 1,800 square feet of floor space. KHQ-KGA now occupy the entire top floor of the building and practically all of the fifth floor.

WDLP, Panama City, Fla., claims one of the longest remotes in Northwest Florida radio history. The station carried a description of the Bay-Pensacola High Schools football game from Pensacola Oct. 3. Panama City is 104 miles from Pensacola.

WLAC, Nashville, Tenn., is presenting a weekly series of talks from Washington by Rep. Wirt Courtney (D-Tenn.). They are heard Sunday morning at 9 a.m.

CFCT, Victoria, B. C., has changed its call letters effective Oct. 1 to CJVI. The station is now operated by the Island Broadcasting Co., and is affiliated with the *Victoria Daily Colonist*.

Agencies

LIEUT. EDWIN P. CURTIN, formerly director of radio publicity at WHOM, New York, has been promoted to captain in the Army reserves at Camp Wheeler, Ga., where he is acting as the post's public relations officer.

RAY BURNS Inc., has been formed by Jay E. Burns, Chicago banking, business research and management official. The firm will conduct a general advertising agency business and is located at 75 East Wacker Drive. Associated in the new agency are John T. Pierce formerly with NBC, who will be radio director, and J. H. Letchford, formerly in outdoor advertising.

JOHN TAYLOR, script supervisor of Dollar & Ryan, New York, will deliver a series of ten lectures on program requirements and the technique of writing and selling programs before the Garden City Community Club, starting Oct. 15 through February 1942.

COTTER & BLACK ADV. AGENCY, Hollywood, has moved to larger offices at 648 N. Fuller, that city. Telephone is Wyoming 1121.

BEN ALCOCK, formerly in the copy department of Sherman K. Ellis & Co., New York, has joined the copy staff of Warwick & Legler, New York. Dan Avery, formerly with the art department of J. Walter Thompson Co., New York, and Anna Russell, formerly with Compton Adv., that city, have joined the art department while B. L. Moyer, formerly in the media department of Ruthrauff & Ryan, New York, has joined Warwick & Legler in a similar capacity.

DON LOGAN, well known in the Western radio advertising field has joined the San Francisco staff of Erwin, Wasey & Co. where he will specialize in radio production. He recently was continuity chief of KROW, Oakland.

JESSIE STEARNS, formerly secretary to John Livingston, Pacific Coast manager of International Radio Sales, has joined the publicity and advertising firm of Lee & Losh, San Francisco.

CARROLL NYE, assistant publicity director of Young & Rubicam, Hollywood, has a role in the current MGM film, "Blossoms in the Dust".

DON STAUFFER, New York vice-president of A & S Lyons Inc., talent agency, was in Hollywood for the initial fall broadcast on Oct. 3 of the CBS *Al Pearce & His Gang* program, sponsored by R. J. Reynolds Tobacco Co. (Camel).

LOUIS GRIMM, formerly with RKO Radio Pictures, New York, has joined Cesana & Associates, Hollywood, as account executive.

RICHARD COLE, formerly vice-president of Allen & Reynolds Inc., has established his own agency with offices in the Insurance Bldg., Omaha, Neb. Mr. Cole will operate a direct-by-mail agency and counselor service.

LEWIS CONARROE, formerly of Sherman K. Ellis & Co., New York, and previously of N. W. Ayer & Son, New York, has joined the copy department of Lord & Thomas, New York.

JOHN E. PEARSON has been named exclusive national representative of the following Missouri stations: KFVS, Cape Girardeau; KDRO, Sedalia; KHMO, Hannibal.

ON HAND TO GIVE *Lum & Abner* a sendoff in the new series sponsored on NBC-Blue by Miles Labs., Elkhart (Alka-Seltzer), were the sponsor, agency, and NBC executives. The occasion was a party after the premier broadcast, Sept. 29, given at the M&M Club, Chicago, by Wade Adv. Agency, which directs the account. Seated (l to r) are: Harry C. Kopf (extreme left), newly-appointed vice-president of NBC central division, Norris Goff (Abner); O. B. Capelle, sales promotion manager, and Charles Miles Jr., of Miles Labs.; E. R. Boroff, NBC central division Blue network sales manager. Standing (l to r): Jules Herbuveaux, NBC central division program manager; Jeff Wade of the agency; Robert McGee, NBC-Blue salesman on the account; and Chester Lauck (Lum).

Quaker's 52

QUAKER OATS Co., Chicago (Sparkies), has placed transcribed quarter-hour *Orphan Annie*, broadcast five weekdays for 13 weeks, on 52 stations. Ruthrauff & Ryan, Chicago, is agency.

MacLaren Expands

MacLAREN ADV. AGENCY, Toronto, has installed a complete auditioning and moving picture studio in its expanded radio department in the Sterling Towers, 372 Bay St. As far as known, this is the first Canadian agency to build such studios within its own offices, with full Presto and Baldwin equipment for auditioning recorded programs and talent. The agency's radio department is headed by Maurice Rosenfeld.

Leaders in Advertising Slated at Tulsa Session

AMONG the score of national advertising figures to appear before the 10th District Advertising Federation of America convention in Tulsa, Okla., Oct. 16-18 are NAB President Neville Miller; Frederic Gamble, AAAA managing director; John W. Barndollar, ANPA, and Frank Pellegrin, of the NAB department of broadcast advertising. Tying in with convention activity, the District 12 NAB meeting has been scheduled for Oct. 17-18.

Sponsored by the Tulsa Advertising Federation, headed by Willard D. Egolf, commercial manager of KVOO, Tulsa, the convention is to feature, in addition to addresses and discussions by visiting notables, and a western party Oct. 16 at Cafe de Petrol on the grounds of the International Petroleum Exposition. Advertising men from Oklahoma, Texas, Louisiana, Arkansas, Kansas and Missouri have been invited to attend.

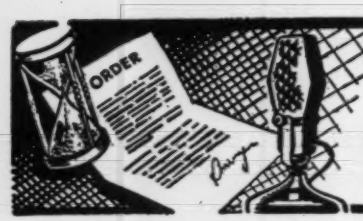
WABC
50,000 WATTS
NEW YORK
CBS

Smartest radio buy, per dollar invested, in New York

Ask any Radio Sales office for more information about WABC, one of the eighteen CBS 50,000 watt stations.

KARK NBC RED
LITTLE ROCK
"Arkansas' Preferred Station"
IN THE CENTER OF
The Dial . . . of Arkansas . . . of U. S. Projects
The SPOT to CENTER Your Advertising
ED ZIMMERMAN
Vice-Pres.-Gen. Mgr.
5000 WATTS
920 Kc
MEMBER SQN: KARK - KTBS - KWKH - WJDX - WMC
NATIONAL REPRESENTATIVE . . EDWARD PETRY & CO.

WRNL
ALWAYS RINGS THE
BELL
IN RICHMOND, VIRGINIA
NBC BLUE • 1000 WATTS



THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WFAA-KGKO, Dallas, Texas

Duncan Coffee Co., Houston, 42 *sp*. 260 *sp*. thru Steele Adv. Agency, Houston.
Skinner Mfg. Co., Omaha (cereal), macaroni), 800 *ta*, thru Ferry-Hanly Co., Kansas City.
Beechnut Packing Co., Canajoharie, N. Y. (chewing gum), 109 *ta*, thru Newell Emmett Co., N. Y.
Walker's Austex Chili Co., Austin, Tex. (chili), 52 *sa*, thru Crook Adv. Agency, Dallas.
Penick & Ford, New York (desserts), 87 *ta*, thru BBD&O, N. Y.
Book House for Children, Chicago, 26 *sp*, thru Presba, Fellers & Presba, Chicago.
Potter Drug & Chemical Co., Malden, Mass. (soap), 624 *ta*, thru Atherton & Currier, N. Y.
General Mills Minneapolis (flour), 175 *sp*, thru Blackett-Sample-Humbert, Chicago.
Peter Paul Inc., Naugatuck, Conn. (confections), 65 *ta*, thru Platt-Forbes, N. Y.
Wm. Wrigley Jr. Co., Chicago (chewing gum) 13 *t*, thru Arthur Meyerhoff & Co. Chicago.
McGaugh Hosiery Mills, Dallas (hose), 52 *sa*, thru Rogers & Smith Mfg. Agency, Dallas.
Chatham Mfg. Co., New York (blankets), 26 *t*, thru M. H. Hackett Inc., N. Y.
Perfection Stove Co., Cleveland (heaters), 26 *t*. thru McCann-Erickson, N. Y.
Gulf Brewing Co., Houston, 22 *sp*, thru Rogers-Gano Adv. Agency, Houston
Quaker Oats Co., Chicago (cereal), 19 *t*, thru Sherman & Marquette, Chicago.
National Biscuit Co., New York (crackers), 39 *sp*, thru McCann-Erickson, N. Y.

WCAU, Philadelphia

Skinner & Eddy Corp., New York (Minute Man soup mix), 3 *sp* weekly, thru J. M. Mathes, Inc., N. Y.
Popular Science Monthly, New York (magazine), *ta* weekly, 26 weeks thru Joseph Katz Co., N. Y.
Piso Co., Warren, Pa. (cough drops) 6 *sa* weekly, 26 weeks, thru Lake-Spiro-Sherman, Memphis.
Lehn & Fink Products Co., New York (Hinds Honey & Almond Cream), 3 *ta* weekly, for 14 weeks, thru William Esty & Co., N. Y.
Thomas Leeming & Co., New York (Baume Bengue), 6 *ta*, weekly, for 26 weeks thru William Esty & Co., N. Y.
P. J. Ritter Co., Bridgeton, N. J. (catsup), *t* weekly, 13 weeks, thru Clements Adv., Philadelphia.

KFRC, San Francisco

Denalan Co., San Francisco (dental plate cleanser), weekly *sp*, thru Rufus Rhoades & Co., San Francisco.
Carter Products, New York (Arrid), 260 *ta*, thru Spot Broadcasting, N. Y.
Postal Telegraph Cable Co., New York, 2 *sa* weekly, thru Biow Co., N. Y.
W. T. Hanson Co., New York (corn salve), 62 *ta*, thru Leighton & Nelson, Schenectady.

WBBM, Chicago

Vick Chemical Co., New York, 12 *sa* weekly, 26 weeks, thru Morse International, N. Y.
Procter & Gamble Co., Cincinnati (Draft), 5 *t* weekly, 52 weeks, thru Blackett-Sample-Hummert, Chicago.
Noxzema Chemical Co., Baltimore (Noxzema cream), *sp* weekly, 13 weeks, thru Ruthrauff & Ryan, N. Y.

WINS, New York

Gardner Nurseries, Osage, Ia., 6 *sp* weekly, thru Northwest Radio Adv. Co., Seattle.
National Schools of Los Angeles (electrical courses), 6 *sp* weekly, 3 weeks, thru Huber Hoge & Sons, N. Y.

WEAF, New York

Benson & Hedges, New York (Virginia Rounds, Parliament and Deb cigarettes), 5 *sp* weekly, thru Maxon Inc., N. Y.

WBT, Charlotte

BC Remedy Co., Durham, N. C. (proprietary), *sp* weekly, thru Harvey-Massengale Co., Atlanta.
Great Atlantic & Pacific Tea Co., New York, 3 *ta* weekly, thru Paris & Peart, N. Y.
Drug Trade Products, Chicago, 6 *sp* weekly, thru Benson & Dall, Chicago.
Hurley Machine Co., Chicago, 5 *sa* weekly, thru E. H. Brown Adv. Agency, Chicago.
Bristol-Myers Co., New York (Minit-Rub), 6 *sa* weekly, thru Young & Rubicam, N. Y.
National Toilet Co., Paris, Tenn. (Nadinola), *sa* series, thru Roche, Williams & Cunnyngham, Chicago.
Scott Paper Co., Chester, Pa., 3 *sa* weekly, thru J. Walter Thompson Co., N. Y.
Vick Chemical Co., New York, 3 *t* weekly, thru Morse International, N. Y.

WROL, Knoxville

Johnson & Johnson, New Brunswick, N. J. Tek), 8 *ta* weekly, thru Ferry-Hanly Co., N. Y.
Miami Butterine Co., Cincinnati (Nu Maid margarine), 11 *ta* weekly, thru Ralph H. Jones Co., Cincinnati.
Raladam Co., Detroit (Marmola), 3 *ta* weekly, thru Spot Broadcasting, N. Y.
Foster-Milburn Co., Buffalo (Doan's), 2 *ta* weekly, thru Spot Broadcasting, N. Y.
Dr. W. B. Caldwell Inc., Monticello, Ill., 5 *ta* weekly, thru Sherman & Marquette, Chicago.
Plough Inc., Memphis (proprietary), 42 *ta* weekly, thru Lake-Spiro-Shurman, Memphis.

WHK-WCLE, Cleveland

Buick Motor Co., Flint, 26 *ta*, thru Arthur Kudner Inc., N. Y
Great Atlantic & Pacific Tea Co., New York, 52 *sa*, thru Paris & Peart, N. Y.
Brewing Corp. of America, Cleveland, weekly *sp*, thru Hubbell Adv. Agency, Cleveland.
American Cigarette & Cigar Co., New York (Pall Mall), 63 *ta* weekly, thru Ruthrauff & Ryan, N. Y.
Musterole Co., Cleveland (proprietary), 130 *sp*, thru Erwin, Wasey & Co., N. Y.

WHEB, Portsmouth, N. H.

Lydia Pinkham Medicine Co., Malden, Mass., 60 *t*, thru Erwin, Wasey & Co., N. Y.
H. P. Hood & Sons, Boston (dairy products), 15 *t*, thru Harold Cabot & Co., Boston.
Hamilton Fountain Pen Co., Chicago, 6 *sp* weekly, thru Frank R. Steel Assoc., Chicago.
Princess Pat Ltd., Chicago (cosmetics), 6 *sa weekly*, thru Frank R. Steel Assoc., Chicago.

WNBH, New Bedford, Mass.

Wm. Wrigley Jr. Co., Chicago, 13 *t*, thru Arthur Meyerhoff & Co., Chicago.
Stanback Co., Salisbury, 6 *sa* weekly, 52 weeks, direct.
H. P. Hood & Sons, Boston (dairy products), 24 *ta*, thru Harold Cabot & Co., Boston.
Continental Baking Co., New York, 13 *ta*, thru Ted Bates Inc., N. Y.
Macfadden Publications, New York (True Story), 28 *ta*, thru Arthur Kudner Inc., N. Y.

WLW, Cincinnati

Beaumont Labs., St. Louis (4-Way Cold Tablets), *sp*, thru H. W. Kastor & Sons, Chicago.
Utilities Engineering Institute, Chicago (schools), *sp* series, thru First United Broadcasters, Chicago.
Philip Lome Co., Chicago (cameras), *sp* series, thru Henry J. Handelsman Inc., Chicago.
Dr. Hess & Clark, Ashland (poultry remedies), *sa* series,, thru N. W. Ayer & Son, N. Y.
Lewis-Howe Medicine Co., St. Louis (Tums), *sp* series,, thru Stack-Gable Adv. Agency, Chicago.
Brown & Williamson Tobacco Corp., Louisville, *sp*, thru Russel M. Seeds Co., Chicago.
H. Fendrich, Evansville, Ind. (cigars), *sp* series, thru Ruthrauff & Ryan, Chicago.
General Foods Corp., New York (Maxwell House coffee), *sp* series, thru Benton & Bowles, N. Y.

CFCO, Chatham, Ont.

Federal Govt. Dept. of Finance, Ottawa, 2 *sa* daily, thru E. W. Reynolds Co., Toronto.
National Drug Co., Montreal (gin pills), 65 *sa*, thru A. McKim Ltd., Montreal.
Northrop & Lyman Co., Toronto (Dr. Thomas' Electric Oil), 26 *sa*, thru E. W. Reynolds & Co., Toronto.
George Weston Ltd., Toronto (biscuits), 3 *t* weekly, thru Richardson-MacDonald, Toronto.
Standard Brands, Toronto (Fleischmanns), 4 *sa* daily, thru J. Walter Thompson Co., Montreal.
Canada Starch Co., Toronto (corn syrup), 3 *t* weekly, thru Vickers & Benson, Montreal.
Imperial Tobacco Co., Montreal (Ogdens), 2 *t* weekly, thru Whitehall Broadcasting, Montreal.

CFCH, North Bay, Ont.

Mantle Lamp Co., Chicago (Aladdin Lamps), 26 *t*, thru Presba, Fellers & Presba, Chicago.
Laura Secord Candy Shops Ltd., Toronto (national chain stores), 15 *t*, thru Cockfield Brown & Co. Ltd., Toronto.
Pepsodent Co. of Canada Ltd., Toronto (toothpaste), 10 *sa*, thru Lord & Thomas of Canada Ltd., Toronto.
Tip Top Tailors Ltd., Toronto (national chain stores), 26 *sa*, thru McConnell-Eastman Ltd., Toronto.

WMAQ, Chicago

Richman Bros., Cleveland (men's clothing), 3 *sp* weekly, 48 weeks, thru McCann-Erickson, Cleveland.
Maryland Pharmaceutical Co., Baltimore (Rem, Rel), 268 *ta*, 26 weeks, thru Joseph Katz Co., Baltimore.
Popular Science Publishing Co., New York (*Popular Science* magazine), 26 *ta*, 2 monhts, thru Joseph Katz Co., N. Y.

WINS, New York

Beech-Nut Packing Co., Canajoharie, N. Y. (Beech-Nut products), 12 *sa* weekly, 15 weeks, thru Newell-Emmett Co., N. Y.
Hudson Canadian Furs, New York, 52 *sp*, 8 weeks, direct.
P. Lorillard Co., New York (Old Gold Cigarettes), 307 *sa*, 15 weeks, thru J. Walter Thompson Co., N. Y.

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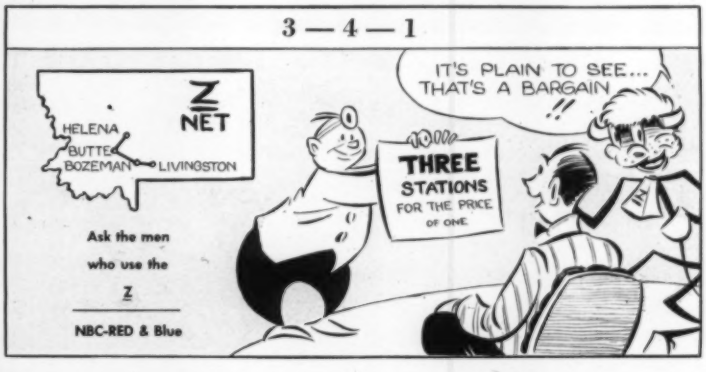


MILES DISC SERIES RENEWED 13 WEEKS

MILES LABS., Ind. (Alka Seltzer) has renewed the *Laun Abner* transcription series on 1 stations of Keystone networ Keystone Broadcasting System an nounced last week. The first 1 week campaign ended Sept. 29.

L. J. Nelson, timebuyer of Wad Adv. Agency, Chicago, was quote by Keystone as follows:

"When we first launched th campaign we felt that the secon dary markets of the country re resented a business potentialit that has never fully been tappe before. We welcome the opportu nity to project our advertising me sage via radio into these territo ies, in the hope that results wi prove comparable to our broad casting activities in other market of the country. To the many loca stations who have had unprofitab years, the Keystone network offer possibilities to prove their worth to national advertisers. The com ing weeks will tell the story."

Additions to the network during recent weeks, as announced b Keystone are: WKNY, Kingston N. Y.; WMFF, Plattsburg, N. Y. WCBT, Roanoke Rapids, N. C. KWAT, Watertown, S. D.; KFRO Longview, Tex.; KEUB, Price Utah; KTBI, Tacoma, Wash. WCLO, Janesville, Wis.; WIGM Medford, Wis.; KPOW, Powell Wyo.; KIDW, Lamar, Col.; KGNO Dodge City, Kan.; KFAM, St. Cloud, Minn.; WPID, Petersburg Va.; WHUB Cookeville Tenn. WSOY Decatur Ill.; WHDL Olean, N. Y.; KRBA, Lufkin, Tex.

Greeting Card Retailers Are Urged to Use Radio

URGING retailers of greeting cards to use their local radio stations for promotion, Harold E. Christiansen, vice-president of Henri, Hurst & MacDonald, Chicago, told the annual convention of the National Stationers Assn. at the Palmer House, Chicago, last Monday that they must adopt more aggressive advertising methods or lose an increasingly large percentage of their business to house-to-house canvassers.

Mr. Christiansen directs the account of Hall Bros. Co., Chicago greeting card manufacturers who sponsor *Tony Wons Radio Scrapbook* on NBC-Red. "Retail advertising of greeting cards will pay if it is done right—and that means a consistent well planned advertising campaign. The sale of greeting cards is growing and this year promises to be bigger than ever," Mr. Christiansen told the convention.

Maca Yeast Revision

NORTHWESTERN YEAST Co. Chicago (Maca yeast), has revised the schedule of stations carrying *Songs of a Dreamer* [BROADCASTING, June 2]. Program has been renewed for 13 weeks on the following stations and will be broadcast twice weekly on WJR WCCO WHO KLZ; thrice-weekly on WSYR KQW WTAD WIBA WMBD KWTO WNAX KMMJ KFEQ WIBW KHQ KOIN. Company will also use one-minute transcribed announcements five times a week on WDZ, Tuscola. Agency is Hays MacFarland & Co., Chicago.

Radio Advertisers

FORD DEALERS ADV. FUND, Los Angeles, is sponsoring a thrice-weekly quarter-hour newscast, *Bob Garred, News*, on KNX, Hollywood. Contract is for 13 weeks, having started Oct. 6. Agency is McCann-Erickson, Los Angeles.

FOREST LAWN MEMORIAL PARK, Glendale, on Oct. 2 started for 13 weeks a weekly quarter-hour of recorded music, *Musical Tapestries*, on KNX, Hollywood. Firm's current schedule includes a live 15-minute weekly show, *Your Singing Neighbor*, on KNX, as well as twice-weekly participation in *Art Baker's Notebook* on KFI, and the transcribed five-minute *Miracles of Faith*, three times per week on KHJ. Agency is Dan B. Miner Co., Los Angeles.

CONSOLIDATED DRUG Trade Products, Chicago, on Oct. 13 starts for 26 weeks sponsoring an early morning, six-weekly hour program titled *Early Bird Hour* on KNX, Hollywood. Series features recorded music, with Randy Blake as announcer-m.c. Benson & Dall, Chicago, has the account.

KNUDSEN CREAMERY Co., Los Angeles, in a one-month campaign to promote a new cream product, Half & Half, is using daily spot announcements on three Los Angeles area stations, KFI KFAC KFOX. Firm, in addition, sponsors participation in the weekly half-hour *Top O' the Morning*, on KNX, Hollywood. Latter contract is for 13 weeks, having started Oct. 4. Heintz, Pickering & Co., Los Angeles, is agency, with W. T. Pickering account executive.

NELSON BROS. Co., Chicago (furniture), has started two 52-week schedules of live quarter-hour programs on WGN, Chicago, *Sunday Serenade* one day a week and *Radio's Voice* six days weekly. Agency is George H. Hartman Co., Chicago.

ANDY LOTSHAW Co., Chicago (Body Rub), on Sept. 30 started the quarter-hour *Your Date With Don Norman* program twice weekly for 13 weeks on WGN, Chicago. Arthur Meyerhoff & Co., Chicago, is agency.

PISO Co., Warren, Pa. (cough syrup), on Oct. 1 started a five-minute INS news program five weekdays for 26 weeks on WENR, Chicago. Agency is Lake - Spiro - Shurman, Memphis.

MINNESOTA MILK FOUNDATION, Minneapolis-St. Paul (local dairies), is sponsoring a half-hour musical show featuring Amanda Snow on KSTP, St. Paul. Agency is McCord Co., Minneapolis.

Canada Ruling

THE CANADIAN BROADCASTING Corp. has ruled that "it will no longer be permissible to incorporate in radio continuity appeals for agents on behalf of a product or products advertised." This eliminates from Canadian commercial broadcasting solicitations of agents for products advertised by radio.

FITZGERALD BROS. BREWING Co., Troy, N. Y., has renewed *Five Star Final Sports Review* with Roy Shudt, daily on WTRY, Troy. Renewal is for a year. Agency is Hevenor Adv. Agency, Troy.

CENTRAL MARKETS (super-market chain), is sponsoring a quarter-hour morning commentary by Col. Jim Healey, Monday thru Friday, on WTRY, Troy, N. Y. Leighton & Nelson, Schenectady, is agency.

WAKE UP SYSTEM, Indianapolis (independent oil chain), on Sept. 29 started quarter-hour *Jimmie Allen Aviation Mysteries*, five weekdays, 26 weeks, on WISH, Indianapolis. Program is featured on the station's regular children's hour broadcast. Barth Agency, Indianapolis, placed the account.

LAURA SECORD CANDY SHOPS, Toronto (chain stores) has started twice-weekly quarter-hour *Songs for Tonight* on CFRB, Toronto, and CBM, Montreal; and will expand in November to about eight other stations. The program originates at CFRB where it is recorded for use on the other stations. Account is placed by Cockfield Brown & Co., Toronto.

BRONX COUNTY TRUST Co., New York (loans), starting Oct. 4, is sponsoring a 15-minute program of transcribed music, *The Cheering Section*, on WJZ and WEAF, New York, each Saturday during the quarter-hour period preceding the football games broadcast on the stations that day. Company has been sponsoring *Al Helfer*, Saturday and Sunday, 11:15-11:20 p.m., on WOR, New York, but discontinued last week. Agency is Callo-McNamara-Schoenreich, New York.

LUNDSTROM HAT STORES, San Francisco (chain) on Oct. 31 starts *8 Mysterious Hats*, a murder mystery series in which the audience is invited to solve the crimes, weekly on KPO, San Francisco. Agency is Theodore H. Segall Adv., San Francisco.

NEWART CLOTHING Co., Chicago (men's clothing), on Oct. 12 started quarter-hour *Amusement Weekly* program Sundays for 13 weeks on WAAF, Chicago. Malcolm - Howard Adv. Agency handles the account.

ORANGE CRUSH Co., Chicago (Bidu beverage), on Oct. 1 started one-minute transcribed announcements six weekdays, 13 weeks, on WMAQ, Chicago. Aubrey, Moore & Wallace placed the account.

STANTON BREWERY, Troy, N. Y., new to radio, has signed for three five-minute *Melody Time* programs daily for 52 weeks on WTRY, Troy. The programs include a live opening, transcribed music and a transcribed one-minute commercial, cut by Advertisers Recording Service, N. Y. Leighton & Nelson Agency, Schenectady, handles the account.

Best in Music

PHILADELPHIA SYMPHONY

CHICAGO SYMPHONY

GRANT PARK

RAVINIA

ASCAP and BMI

WNOE

New Orleans' Greatest Radio Value

A Mutual Affiliate

SPOTCASTING BUILDS MORE SALES ...AT LOWER COST!

More money for the HOT SPOTS

Nothing wasted on the DEAD SPOTS

Special attention to the TOUGH SPOTS

JOHN BLAIR & COMPANY

NATIONAL STATION REPRESENTATIVES

CHICAGO · NEW YORK · DETROIT · ST. LOUIS · SAN FRANCISCO · LOS ANGELES

DON'T PIDDLE AWAY YOUR DOUGH BY TRYING TO COVER THE RED RIVER VALLEY WITH "OUTSIDE" STATIONS. WDAY AT FARGO IS THE ONLY STATION REACHING IT ALL!

WDAY

FARGO, N. D. 5000 WATTS-NBC

AFFILIATED WITH THE FARGO FORUM

FREE & PETERS, INC. NATIONAL REPRESENTATIVES

HUDEPOHL BREWING Co., Cincinnati, has signed for another 52-week's sponsorship, ending Sept. 29, 1942, of *Hudepohl Highlights* on WSAI, Cincinnati, featuring Roger Baker, sportscaster. The program, heard 6:45 p.m., EST, Monday through Saturday, started in April, 1940, for the baseball season and was extended to cover all seasonal sports.

J. L. GRIMES, advertising manager of the Wheeling Steel Corp., Wheeling, whose program *Musical Steelmakers* made its debut Oct. 5 on NBC-Blue, has been elected president of the newly-organized Ohio Valley Press Club.

CONTINENTAL BAKING Co., New York (Staff bread), for one month, during October, is conducting a series of one-minute transcribed announcements on KPO and KSFO, San Francisco. Placements were made through Ted Bates Inc., New York.

BOSCO Co., New York (milk amplifier), recently started sponsorship of *Bosco Presents the Music You Want*, Sunday through Friday, 11:30-12 midnight on KYW, Philadelphia, while discontinuing its *Musical Clock*, broadcasts on the same station. Company is sponsoring news, participations and music on eight other stations. Agency is Kenyon & Eckhardt, New York.

Listen to Football

A SURVEY of listeners in Detroit Saturday, Sept. 27, for the 1:45-4:30 period during the Michigan-Michigan State football game showed 55.5% owning radios and listening to them in those hours, according to Commercial Services Inc., Detroit. Using the roster-recall technique, the surveyors covered 463 homes, starting immediately after 4:30 p. m. the same day.

TRYCO Co., Los Angeles (ointment), currently using three announcements daily, five times per week, on KFWB, Hollywood, plans extension of its radio schedule to include other Southern California stations in late fall. Agency is T. Tyler Smith Adv. & Merchandising, Hollywood.

WILMINGTON TRANSPORTATION Co., Santa Catalina Island, Cal. (resort), in a 13-week fall and winter campaign to promote tourist trade, is using 10 to 15 transcribed singing spot announcements weekly on a group of Southern California stations. List includes, KNX KFOX KGER KFXM KVOE KFAC KMPC KMTR KIEV. Agency is Arthur Meyerhoff & Co., Los Angeles.

THREE new sponsors on Oct. 6 started participation on the early morning two-hour *Breakfast Frolic* broadcast six days a week on WJJD, Chicago: The Pen Mar, Chicago (pens), through United Adv. Cos., Chicago; Empire Diamond Co., Jefferson, Ia. (wedding ring sets), through Lessing Adv. Agency, Des Moines; Willard Tablet Co., Chicago (stomach tablets), through First United Broadcasters, Chicago.

PETER HAND BREWERY Co., Chicago (Meister Brau beer), has purchased 2½ evening hours a week on WGN, Chicago. Company is sponsoring half-hour transcribed weekly *Barrel of Fun;* quarter-hour *Hoople Hour*, featuring Henry Hoople four times a week; quarter-hour combination news and sportscast four times a week by Guy Savage and Hill Sanders. Mitchell-Faust Adv. Co., Chicago, is agency.

CONSOLIDATED DRUG Trade Products, Chicago, on Oct. 13 starts a one-hour daily participation on *Suppertime Frolic* program for 52 weeks on WJJD, Chicago, through Benson & Dall, Chicago.

BOURJOIS Inc., New York, for its cosmetics on Oct. 14 will sponsor Richard Willis' *Here's Looking at You* program thrice-weekly, 2:30-3 p.m. on WOR, New York. Program gives hints on beauty and make-up and has been running sustaining on WOR for several weeks. Agency is Lord & Thomas, New York.

ALEXANDER SMITH & SONS Carpet Co., Yonkers, N. Y. (Colorama & Floor-plan rugs), starting Oct. 4 is sponsoring *Today in Sports*, a roundup of local scholastic football scores in the Westchester County area, on WFAS, White Plains, N. Y. Program, to be heard Saturdays 6:45-7 p.m. for 13 weeks is of an institutional nature with no products mentioned, and features John Dillon, sportscaster, interviewing local high school stars of the day and their coaches in addition to giving the scores. Company is also conducting a spot campaign on 27 stations [BROADCASTING, Oct. 6]. Anderson, Davis & Platte, New York, handles the account.

MILES LABS., Toronto (One-A-Day Tablets, Alka-Seltzer) has started *Lum & Abner* transcribed quarter-hour program 4 times weekly on CFRB, Toronto; CFCF, Montreal; CFPL, London, Ont.; and CKY, Winnipeg. Account was placed by Cockfield Brown & Co., Toronto.

TEXAS RETAIL GROCERS' Assn., Fort Worth, has signed for 26-week sponsorship of *We Who Are Young*, new script series by Della West Decker, on four Texas Quality Network stations—WBAP, Fort Worth, WFAA, Dallas, KPRC, Houston, WOAI, San Antonio — Tuesday, Thursday, 4:45-5 p.m. Account is handled direct.

W. K. BUCKLEY Ltd., Toronto (medicinal) on Nov. 1 starts twice-daily transcribed spot announcements on 35 Canadian stations and twice-weekly quarter-hour studio programs on CFRB, Toronto, and CKAC, Montreal. Account was placed by Walsh Adv. Co., Toronto.

SECURITY FIRST NATIONAL BANK, Los Angeles (investments), in a 13-week fall campaign which started Oct. 1 is using six spot announcements per week on a group of Southern California stations. List includes KXO KVEC KMJ KTMS. Firm also uses two announcements weekly on KNX, Hollywood. Dana Jones Co., Los Angeles, is agency.

SPECIAL PROGRAM devoted to druggists was broadcast by WTAG, Worcester, Mass., during Nationally Advertised Brands Week. Participating were Katharine Norsten, WTAG secretary (that's her with the nifty gams), who naturally enough was Queen of Nationally Advertised Brands Week in Central New England. She is talking to George LaMontaigne (left), of the State Pharmaceutical Assn., and Louis J. Rossetti, president of Worcester County Druggists' Assn.

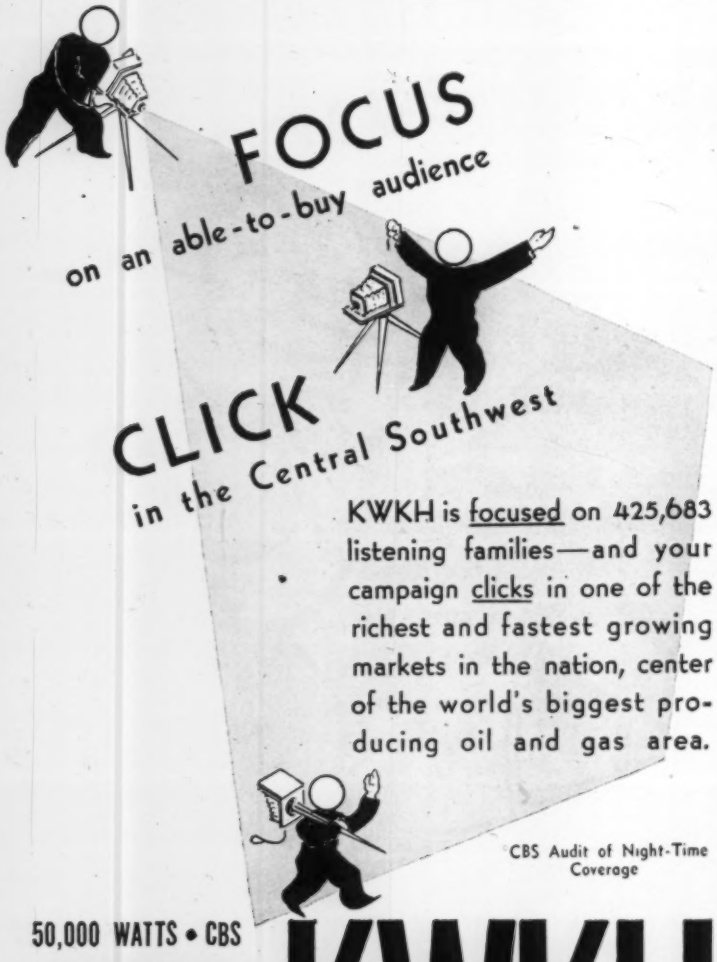
CHILD STUDY FUND
Superman Inc. Grant Will Finance Survey

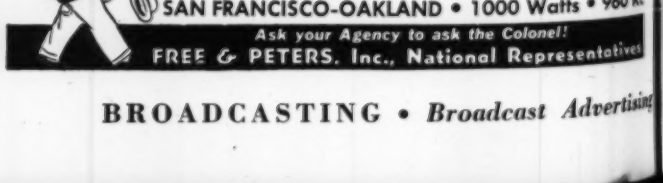
BECAUSE "no authoritative evidence has been unearthed that children suffer any emotional ill effects as a result of listening to such programs as *Superman, Jack Armstrong, Tom Mix* and others, Superman Inc., New York, which produces the program of the same name, has made a grant to the Juvenile Group Foundation for a survey of the question by a group of psychologists and child experts headed by Dr. Robert L. Thorndike of the Columbia U School of Education. Results will be announced upon completion.

In announcing the grant, Robert Maxwell, radio production director of Superman Inc., reported that Josette Frank, staff advisor for the Radio Committee of The Child Study Assn. of America, has been appointed script consultant to the *Superman* program, currently on approximately 72 stations in the United States and Canada.

Philip Morris Hunting

PHILIP MORRIS & Co., New York (cigarettes) is looking for a replacement for *Crime Doctor* on 62 CBS stations, Sunday 8:30-8:55 p.m. Indicating that the program will not be replaced "unless a worthy successor is found", Biow Co., New York, agency handling the account, stated that among the many stars being considered are Gertrude Lawrence, actress, and Walter O'Keefe, comedian.


FOCUS
on an able-to-buy audience
CLICK
in the Central Southwest
KWKH is focused on 425,683 listening families—and your campaign clicks in one of the richest and fastest growing markets in the nation, center of the world's biggest producing oil and gas area.
CBS Audit of Night-Time Coverage
50,000 WATTS • CBS
Member South-Central Quality Network
KWKH KTBS KARK
WJDX WSMB WMC
Represented by the Branham Company
A Shreveport Times Station
KWKH
SHREVEPORT
LOUISIANA


KROW
The Showmanship Station
SAN FRANCISCO-OAKLAND • 1000 Watts • 960 Kc
Ask your Agency to ask the Colonel!
FREE & PETERS, Inc., National Representatives

AGENCY Appointments

A. S. DAVIS Co., Hoboken, N. J. (Davis Baking Powder and San Fay Toilet Tissue), to Charles Dallas Reach Co., Newark. No radio plans.

C. A. PRODUCTS Corp., San Jose, Cal. (Sunset fruits in glass), to Richard Jorgensen Adv., Los Angeles.

OHIO OIL Co., Findlay, O., to Stockton, West & Burkhart, Cincinnati.

ORANGE CRUSH Co., Chicago, to Aubrey, Moore & Wallace, Chicago.

PRINCE MATCHABELLI Perfumery, New York to Abbott Kimball Co., N. Y.

STANDARD REMEDY Co., Baltimore, to Ruthrauff-Johnstone, N. Y.

COCA-COLA EXPORT SALES Co., (Coca Cola) to McCann-Erickson. Agency will handle all advertising in Brazil.

BAXTER'S Inc., Seattle (women's retail store), to Martha's Adv. Service, Los Angeles.

PHILADELPHIA MILK EXCHANGE, Philadelphia, to McKee & Albright, Philadelphia.

Lamar Assignment

ALREADY cited for hearing last Wednesday on the renewal of KIDW, Lamar, Col., C. R. Anderson, business manager and 49% stockholder of the station, applied last week to the FCC for involuntary assignment of the licensee Lamar Broadcasting Co. to the other principals in the operation of the stations—W. G. Brown, Pueblo lumberman and 50% owner of KIDW, and Arthur C. Gordon, local lawyer. Previous efforts to realign ownership within the station had caused the FCC to cite the principals for hearing to determine if the license should be renewed. According to the FCC, Mr. Anderson's action obviously was precipitated by internal dissension within KIDW when Brown and Gordon failed to reach an agreement with Anderson.

WEIM on the Air

GOING into operation as an MBS affiliate, the new WEIM, Fitchburg, Mass., took the air Oct. 6 under the managership of Milton H. Meyers, local attorney. Station is owned by Ruben E. Aronheim, part owner and general manager of retail furniture stores in Connecticut and Massachusetts, and operates with 250 watts on 1340 kc. Staff in addition to Mr. Meyers consists of Sidney Miller and Stuart Postle, commercial department; Lonny Starr, Isabelle Smith, Stuart Underwood and Henry Wadsworth, announcers; James Binner, chief engineer; Lionel Smith and Michael Kozac, engineers. Equipment has been purchased from RCA and Collins and a Lehigh tower erected.

Lever Test

LEVER BROS. Co., Cambridge, is conducting a test campaign of one-minute live and transcribed announcements on WPRO, WEAN and WJAR, Providence for a new vitamin mineral product, Vimms [BROADCASTING, Sept. 29]. BBDO, New York, agency in charge, is planning an extensive campaign for Vimms, if test is successful.

100% Response

WHEN a 17-day strike at the McKinnon Industries plant, General Motors subsidiary, at St. Catharines, Ont., ended late Saturday night, Sept. 27, with an agreement between the company and the United Automobile Workers Union, question arose about informing all the 4,500 employes that they could return to work Monday morning. With all printed media closed over Sunday, CKTB arose to the occasion, carried hourly announcement on the back-to-work agreement and told workers to be on the job Monday morning. The station drew a formal letter of thanks from company officials for its work in securing a 100% response from workers.

Skornia to WIRE

DR. HARRY J. SKORNIA, who formerly was assistant professor of romance languages at DePauw University, has been named program director of WIRE, Indianapolis. In his new post he succeeds Josephine Mason. A graduate of Michigan State College and the University of Michigan, Dr. Skornia has spent several summers traveling in European countries and during the last summer was employed as continuity writer at WIRE.

Dr. Skornia

Milk Firm Widens

MORNING MILK Co., Salt Lake City (evaporated milk), on Sept. 29 started local sponsorship of *This World Today* on KSL, six times weekly. Sponsor has started a spot announcement campaign, using 18 a week on KDYL, Salt Lake; 30 weekly on KIT, Yakima, and KUJ, Walla Walla, Wash. The firm, using radio for the first time, plans to expand its air advertising to include several additional stations in Washington and Oregon and late this fall will open a campaign in California markets. Agency is Jean Scott Frickelton Adv., San Francisco.

"WFDF has a kilowatt on 910. Am I glad to be delivered at Flint, Mich.!"

Many Breweries Using Ziv Transcribed Series

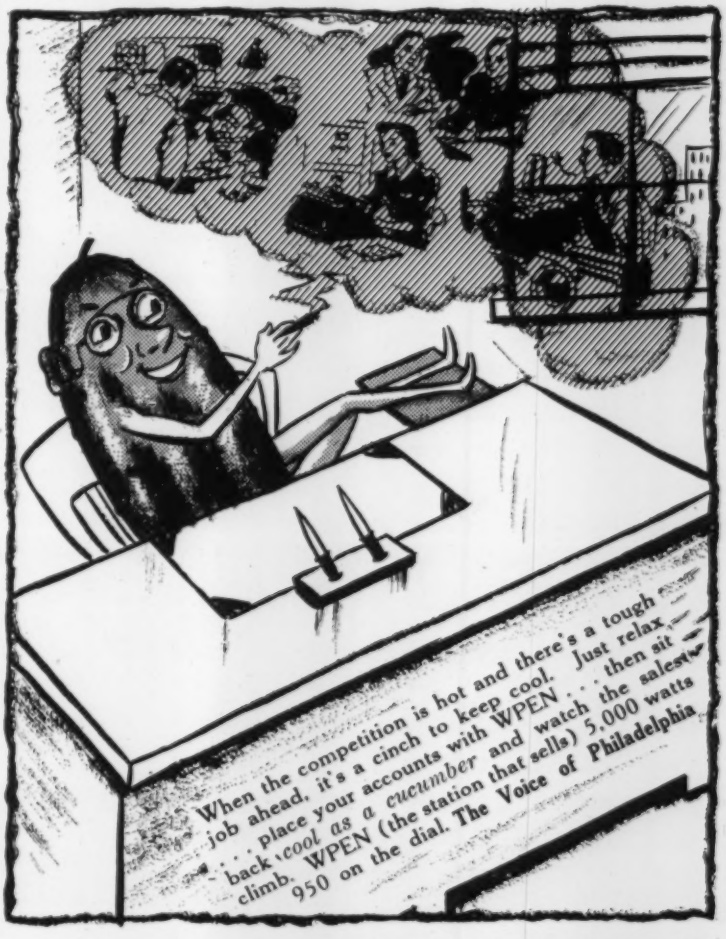
SPONSORSHIP by various breweries of a series of 130 quarter-hour musical show, featuring Alan Courtney as m. c. with the Korn Kobblers orchestra, has been announced by Frederic W. Ziv Inc., Cincinnati, producers of the transcribed series.

A second series of 130 programs will go into production soon, according to the Ziv agency, with a total of 520 quarter-hours planned.

Breweries and their stations include: G Heileman Brewing Co., WCCO WTAQ KGIR KABR WKBH WHBF KFYR KMA KOIL KWNO; Pfeiffer Brewing Co., WKBZ WTCM WCAR WSOO WTOL; Pittsburgh Brewing Co., KQV WMBS; Terre Haute Brewing Co., WGL WCMI WMSD WLAC; Falls City Brewing Co., WAVE WFBM; Fesenmeier Brewing Co., WCMI WJLS WHIS WCBS WSAZ WLOG WBTH; Krueger Cream Ale, WGST; New England Brewing Co., WTIC; Erie Brewing Co., WERC; Galveston - Houston Brewing Co., KGKO; Drewery's Ale, WSBT; George F. Stein Brewery Inc., WBEN; Hyde Park Beer, KFVS WSOY WJPF WMBH KWOS WPAD WMBD WTAD KDRO WTAX KWTO WDZ WAOV KMOX.

Omar Again

OMAR Inc., Omaha (Wonder flour), has renewed its weekly quarter-hour transcribed program, *Musical Meditations*, for 13 weeks on all the 12 stations originally scheduled [BROADCASTING, Aug. 18]. Hays MacFarland & Co., Chicago, placed the account.


When the competition is hot and there's a tough job ahead, it's a cinch to keep cool. Just relax . . . place your accounts with WPEN . . . then sit back cool as a cucumber and watch the sales climb. WPEN (the station that sells) 5,000 watts 950 on the dial. The Voice of Philadelphia

• *To Serve Well* •

The Broadcasting Engineer

REPUTATION *for* **RESULTS**

The records of hundreds of CREI students throughout the broadcasting field, who today hold positions of importance, are proof of the high standards and thoroughness of CREI technical training in Practical Radio Engineering.

The success of an educational institution is not marked by dollars and cents . . . but by the achievements and results enjoyed by its students.

The remarkable achievements made by CREI men throughout the broadcasting industry are convincing testimony that our efforts, properly confined to this one important course in Practical Radio Engineering, have been of real value to radio in the training of better broadcast engineers. The fact that radiomen in more than 450 broadcasting stations enrolled for CREI training to increase their ability — *and did so* — proves the point.

Alert chief engineers are quick to recognize the value of CREI technical training and the important part it plays in increasing the efficiency of their own personnel. CREI-trained men are the ones to whom added responsibilities and added technical duties can be relegated.

We, at CREI, are proud to add our contribution to broadcasting by training men who are equipped to fulfill your demands. The recommendation of our home study courses to your associates is a step in the right direction for them and for you. May we send you our interesting booklet and pertinent facts?

"Serving the Radio Industry since 1927"

CAPITOL RADIO
Engineering Institute
E. H. RIETZKE, *President*
Dept. B-10
3224 SIXTEENTH STREET, N. W.
WASHINGTON, D. C.

THROAT MIKE of the Army and Navy was utilized by Fulton Lewis jr. during a broadcast from the Kearney, N. J., plant of Western Electric, one of the MBS *Your Defense Reporter* series designed to bring up-to-the-minute reports on defense industries from the plants. The throat mike picks up the vibrations of the vocal chords and because it rests firmly against the fleshy part of the throat, all outside sound is cut off. It is invaluable to airplane and gunnery crews, tank drivers and other branches in the service where outside noise interferes with communications.

in the CONTROL ROOM

EDWARD E. GURVEY, formerly chief engineer for the Yankton, S. D. police station, has joined KSCJ, Sioux City, Ia., as transmitter engineer.

KENNETH L. KREIDER has been named operator-announcer at WGAL, Lancaster, Pa.

EDWARD DAYTON, formerly on the engineering staff of WICC, Bridgeport, Conn., has joined WSSR, Stamford, Conn., as control operator.

JOHN W. SCHELNICK, graduate of the Gulf Radio School, has joined the technical staff of WCBI, Columbus, Miss.

BOB WILLIAMS has joined the engineering staff of WDZ, Tuscola, Ill.

WILLIS F. JOHNSON, has transferred from WKY, Oklahoma City, to the engineering staff of KLZ, Denver, replacing Douglas Russell who shifted to WKY.

CHARLES J. FOX Jr., formerly in the radio supply business in New Orleans, has joined the transmitter staff of WWL, New Orleans, succeeding Lieut. Daniel Francis Hynes, now in the 122nd Observation Squadron.

BOB NICHOLAS, engineer of KXOK, St. Louis, has been commissioned a second lieutenant in the Army, having enlisted in the Signal Corps, and is waiting for orders to fly to England to study wartime radio operation.

DEAN V. McLAUGHLIN, summer relief technician of KHQ-KGA, Spokane, has joined KODL, The Dalles, Ore.

T. K. ABERNETHY has joined the transmitter staff of WRAL, Raleigh, N. C. B. F. Spencer has joined the technical staff.

Girl at Controls

THOUGH it is unusual for a college-age girl to hold down an engineering job in a standard broadcasting station, nevertheless young Hazel Weaver does that very job at KIUL, Garden City, Kan., working at the controls at the transmitter as well as doing occasional announcing stints.

Worcester FM Boost

BOOST for FM broadcasting in Worcester, Mass., was announced last week by E. E. Hill, managing director of WIXTG, FM adjunct of WTAG, stating that three local first-run theatres have installed FM receivers to improve the caliber of reception when such special events as Presidential speeches, etc. are broadcast in the theatre. The theatre management will allow station call letters before the broadcast and will publicize the theatres' use of FM by placards in the lobbies.

W2XQR Shift

W2XQR, FM affiliates of WQXR, New York, on Oct. 13 changes its frequency from 48.7 to 45.9, its permanent place on the dial when it becomes W59NY by authorization of the FCC.

JAMES PARKS Co., radio production, has moved from S S. Michigan Ave. to 333 N. Michigan Ave., Chicago. Henry Hoople has been added to the Chicago sales staff.

LEONARD THOMAS, engineer of WJSV, Washington, is recuperating from an appendectomy.

ROBERT ARMSTRONG has joined the engineering staff of KGNC, Amarillo, Tex.

MIKE YONKOVIG, formerly of Radiomarine, New York, has joined the engineering staff of WWNY, Watertown, N. Y.

Film Engineers to Hear Papers on Television

TENTATIVE Program for the 1941 fall convention of the Society of Motion Picture Engineers, to be held Oct. 20-23 at the Hotel Pennsylvania, New York, lists a general session with papers on television and a special sound session.

Subjects at the general session are "Mobile Television Equipment", by R. E. Kessler, R. L. Campbell, R. E. Rutherford and K. V. Landsberg, Allan B. DuMont Labs; "Color Television", by P. C. Goldmark, CBS chief television engineer; "The I. R. System: An Optical Method for Increasing Depth of Field", by Alfred N. Goldsmith, New York consulting engineer, and "A New Dichroic Reflector and Its Application to Photocell Monitoring Systems", by G. L. Dimmick, RCA Mfg. Co., Indianapolis.

At the session on sound, J. G. Frayne and F. P. Herrnfeld of Electrical Research Products, Hollywood, will read a paper on "A Frequency - Modulated Control Track for Movietone Prints."

Hartford FM Client

FIRST commercial client of W65H, FM adjunct of WDRC, Hartford, Conn., was announced last week by Manager Franklin M. Doolittle with the signing of Watkins Bros., Hartford, to sponsor a weekly musical series. W65H was one of the first independently-owned FM stations in the country to go on the air and this contract represents the first commercial FM program in Connecticut.

FM in Kansas City

CONSTRUCTION of the new K49KC, Kansas City's first commercial FM station is under way, according to Everett L. Dillard, owner of Commercial Radio Equipment Co., permittee of the new high-frequency station. Mr. Dillard reports that the studios of K49KC will be located in the Porter Bldg., formerly the Medical Arts Bldg.

REL

FM's PIONEER MANUFACTURER

NEWS! NEWS! NEWS!

The REL DL line of FM transmitters employs the NEW Armstrong phase shift modulator.

Only REL FM broadcast transmitters give you the advantages of this latest Armstrong development.

RADIO ENGINEERING LABS., INC.
Long Island City, N.Y.

CANADA PROVINCES SELL VOTING TIME

PROVINCIAL elections in British Columbia and Nova Scotia, scheduled for Oct. 21 and 28 respectively, are taking considerable radio time in those provinces. Under Canadian regulations all election broadcasts must be approved as to time by the Canadian Broadcasting Corp. to insure a time interval between election broadcasts.

In the current campaigns most radio time has been bought in British Columbia where three political parties are contending. Liberal, Conservative and Cooperative Commonwealth Federation. Eleven network broadcasts have been bought by the first two parties, the Liberals buying seven half-hour broadcasts on CBR, Vancouver; CHWK, Chilliwack, B. C.; CFCT, Victoria; CKWX, Vancouver; CFJC, Kamloops, B. C.; CKOV, Kelowna, B. C.; CJAT, Trail, B. C.; CKLN, Nelson, B. C. Stewart-McIntosh, Vancouver, is handling the campaign.

The Conservative network campaign of three half-hour and one full-hour programs are being placed on CBR, Vancouver; CFJC, Kamloops; CHWK, Chilliwack; CKOV, Kelowna; CJAT, Trail; CKLN, Nelson, with the Vancouver office of Russell T. Kelly Ltd. handling the account. No networks have yet been booked for the Nova Scotia election, according to CBC offices at Toronto, where records of all election broadcasts are kept.

DARTMOUTH
New Gaspipe Station is Opened at Dartmouth

DARTMOUTH Broadcasting System, new undergraduate controlled-wire broadcast facility, on Oct. 6 started its first trial week at Dartmouth College, Hanover, N. H. The transmission system is similar to others successfully operated at several eastern schools, with radio signals sent by telephone wires to campus buildings where transmitters have been installed to radiate to a specific wavelength, carrying not more than 200 feet from each building.

Directed by Manager William Mitchell, senior from Teaneck, N. J., and an eight-man directorate, DBS during its initial week conducted a listening survey among campus listeners. Backed by the college, the station's income from commercial sponsors is to be used to repay the original investment and meet operating costs and maintenance. Present plans call for a daily three-hour broadcast schedule, with time given each evening to Dartmouth professors for student discussions.

Canadian CP's Dropped

CONSTRUCTION permits for two new stations issued by the Canadian Dept. of Transport—one in Halifax, N. S., and the other in North Battleford, Sask.—have been cancelled. Both were to be newspaper-owned stations. Two years ago a CP was issued to the publishers of the *Halifax Chronicle & Star* for 1,000 watts on 1290 kc. Last year one was issued to C. R. McIntosh, publisher of the *North Battleford News*, for 100 watts on 1420 kc.

1,846-Mile Remote

LONG-DISTANCE remote of the Arizona Broadcasting Co. was accomplished Sept. 27 when the U of Arizona traveled to South Bend, Ind., to meet the Notre Dame football team. The broadcast was carried back on a 1,846 mile direct wire.

Need of Audience Data For Video Is Stressed

NEED for a television CAB, which would compile information on video audiences by breaking them down into geographical, age and income groups, without which it is almost impossible to sell television time to advertisers, was stressed by Myron Zobel, president of Telecast Productions, New York, before a recent meeting of the American Television Society.

In a survey conducted by his company Mr. Zobel said he found there are about 4,800 sets in operation in the New York area with about 2,000 more on dealers' shelves for sale with no more being manufactured, making an absolute ceiling of approximately 6,800 sets, with many of these still to be converted to FM.

Taking about four persons to the set at home and about 25 viewers to the sets in public places, there is a potential audience of about 50,000, he said. But since a visual message is nine to 10 times as potent as an aural one, there is an available audience of about the equivalent of a half million listeners to an aural program. These figures are far from accurate, Mr. Zobel said, but they are an indication what has to be done.

Power Boosts Awarded WNAX, WMFD, WBTM

AN INCREASE in power from 5,000 watts day, 1,000 watts night to 5,000 watts fulltime on 570 kc. was authorized for WNAX, Yankton, S. D., by the FCC at its meeting last Tuesday.

WMFD, Wilmington, N. C., was granted a modification to increase its power at night from 100 to 250 watts on 1440 kc. fulltime.

WBTM, Danville, Va., was granted a construction permit to install a new antenna and increase its night power to 250 watts on 1400 kc. fulltime.

U.P.

THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

United Press

New WRRN Personnel, Warren, O., Is Picked

COMPLETED staff of the new WRRN, Warren, O., which planned to go into operation Oct. 15 [BROADCASTING Oct. 29], was announced last week by the station. Manager is Robert L. Bowles, formerly of WJW, Akron, and WJJD, Chicago, and more recently of WIZE, Springfield, O.

Salesmen are James Sivert, of Warren, and John Tritsch, formerly of WHKC, Columbus, O. Mr. Tritsch will also serve as announcer along with Eric Norman, formerly of WTAX, Springfield, Ill., who is chief announcer, and Dick Hatton and Harris Martin, both of Warren. Marguerite Petrin, formerly of WAKR, Akron, is program director. Engineering staff, headed by James F. Raney, formerly of WFMJ, Youngstown, O., consists of Duke Rosenberg, formerly of WJW, and James Barnhart from WGTC, Greenville, N. C., Margaret Rogers, formerly of WADC, is receptionist and in charge of women's features.

WRRN was authorized last Aug. 5 to Frank T. Nied, Akron business man for 26 years, and Judge Perry H. Stevens of the ninth district court of appeals, Akron, to operate on 1400 kc. with 250 watts. Studios are located in the Second National Bank Bldg. BMI music, Lang-Worth music library and UP news service will be used.

WROL, Knoxville, Tenn., has announced installation of new Presto dual turntable, recording and reproducing equipment which included new RCA vertical-lateral pickups.

LOOK
TO
LINGO
FOR AM-FM
Lingo AM and FM radiators are creating new performance records throughout the broadcasting field. Improved designs and exclusive features are responsible for their high efficiency, unexcelled stability and low maintenance cost.
LOOK TO LINGO—for proven, factual information on modern antenna systems.
LINGO
VERTICAL
TUBULAR STEEL
RADIATORS
JOHN E. LINGO & SON, INC., CAMDEN, N. J.

YOU CAN STILL HAVE ALUMINUM BASE RECORDING BLANKS

PRESTO

If you keep your used recording blanks in good condition—unbent, unscratched, undented—we can recoat them for you any number of times. We strip and recoat any make of recording disc, return it to you promptly in perfect condition for recording. The cost of recoated discs is somewhat less than new discs.

Recoating service is offered only on 12"—16" and master discs as it is not economical to recondition the smaller sizes.

The distributor who regularly supplies you with discs will be glad to handle the shipment of used discs to our plant at this address. Ask them about this important new service today.

PRESTO RECORDING CORP.
242 WEST 55th ST. N.Y.

In Other Cities, Phone . . . ATLANTA, Jack. 4372 • BOSTON, Bel. 4510 CHICAGO, Har. 4240 • CLEVELAND, Mo. 1565 • DALLAS, 37093 • DENVER, Ch. 4277 • DETROIT, Univ. 1-0190 • HOLLYWOOD, Hil. 9133 • KANSAS CITY, Vic. 4631 • MINNEAPOLIS, Atlantic 4216 • MONTREAL, Wel. 4218 PHILADELPHIA, Penny. 0542 • ROCHESTER, Cul. 5548 • SAN FRANCISCO, Yu. 0231 • SEATTLE, Sen. 2560 • WASHINGTON, D. C., Shep. 4003

World's Largest Manufacturers of Instantaneous Sound Recording Equipment and Discs

arm purchasing power
n WIBW's 6-state mar-
ket hits a 20-year high.
We are the dominant
sales force in this area.
'Nuf said!
WIBW The Voice of Kansas in TOPEKA

Canada Buys Time

CANADIAN governmental units continue to buy time on broadcasting stations, latest sponsored program being a one-time Saskatchewan network on Oct. 7 for a half-hour speech by Hon. J. G. Gardiner, Minister of Agriculture, on "The Wheat Situation" which was carried on CJRM, Regina; CJGX, Yorkton; CHAB, Moose Jaw; CFQC, Saskatoon; CKBI, Prince Albert; CBK, Watrous. Time was bought for the Department of Agriculture by J. J. Gibbons Ltd., Regina.

Mary Marlin's Eighth

DRAMATIC serial *The Story of Mary Marlin*, sponsored on both NBC-Red and CBS by Procter & Gamble Co., Cincinnati, for Ivory Snow, on Oct. 6 started its eighth year on the air, in which time its estimated length has reached 3,600,000 words. According to Benton & Bowles, New York, the agency. Author Jane Crusinberry has written about 1,800 scripts, each numbering around 2,000 words.

KFWB Names Rambeau

APPOINTMENT of William G. Rambeau & Co. as national representatives of KFWB, Hollywood regional independent, was announced last Wednesday by Harry Maizlish, general manager of the station. Mr. Rambeau, who headquarters in Chicago, and Bill Wilson, New York manager, spent 10 days in Hollywood conferring with the station prior to the announcement.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & CHAMBERS
Radio Engineers
National Press Bldg. DI. 1205
Washington, D. C.

There is no substitute for experience
GLENN D. GILLETT
Consulting Radio Engineer
982 National Press Bldg.
Washington, D. C.

PAUL F. GODLEY
Consulting Radio Engineer
Phone: Montclair (N. J.) 2-7859

JOHN BARRON
Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone NAtional 7757

PAGE & DAVIS
Consulting Radio Engineers
Munsey Bldg. District 8456
Washington, D. C.

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

A. EARL CULLUM, JR.
Consulting Radio Engineer
Highland Park Village
Dallas, Texas

CLIFFORD YEWDALL
Empire State Bldg.
NEW YORK CITY
An Accounting Service
Particularly Adapted to Radio

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
66 Broad St., New York, N. Y.

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
Main Office: 7134 Main St. Kansas City, Mo.
Crossroads of the World Hollywood, Cal.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

RAYMOND M. WILMOTTE
Consulting Radio Engineer
Designer of First Directional Antenna Controlling Interference
Bowen Bldg. • WASH., D. C. • DI. 7417

Advertise in BROADCASTING for Results!

CLASSIFIED *Advertisements*

Help wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00 Payable in advance. Count three words for box addrss. Forms close one week preceding issue.

Help Wanted

Wanted—Engineer-Announcer—Give experience and salary expected; send transcription. Availability. WBRW, Welch, W. Va.

Copy Writer—For modern local. Either male or female. Excellent opportunity for ambitious person. Write Box 21A, BROADCASTING.

Experienced Morning Pgm. Anncr.—For Florida regional network station. Send full particulars, salary expected, references, picture. Box 19A, BROADCASTING.

Combination Announcer-Engineer—Wanted by local network affiliated station. In detailed reply state age, experience, starting salary expected, present connection, references. Enclose recent snapshot. Box 8A, BROADCASTING.

Good Local Salesman—Who knows New England market. City of 65,000; primary over 400,000. Only local station in area. Good deal for right salesman. WSRR, Stamford. Owned and operated by Steve Rintoul.

Program Director—With ideas and aggressiveness to carry thru. Give full details in first letter. Box 22A, BROADCASTING.

Situation Wanted

Salesman—With confidence and ability to produce in a good market near New York. We want to sell time rather than announcements on a station programmed to refined tastes, specializing in good music. Perhaps the man for this job is currently employed but seeking a steady salaried position in which his earnings will reflect his ability. Give full details in first letter. All replies confidential. Our own employees know of this ad. Box 23A, BROADCASTING.

My Income Requirements Are Not Low—But — my programming, announcing, writing and production SELL sponsor's products. Box 7A, BROADCASTING.

Technician—Draft exempt. Presently employed. Wide experience in all technical phases of radio, handle code. RCA graduate. Box 16A, BROADCASTING.

Announcer—Three years' experience. Married. Draft exempt. Desires position in New England territory. Living wage. Can produce. Box 3A, BROADCASTING.

Chief Technician—10 years kilowatt network station, age 32, draft III A, work suitable hours to complete degree in college town. Box 4A, BROADCASTING.

Radio Executive Available—Dependable, experienced, married man. Tops on sports, news, programs, sales. Now Manager Network Station but wants change. South preferred. Box 1A, BROADCASTING.

Permanently Employed Program-Production Manager—On network station desires change location. Ten years' experience program-production and station management on local and network stations. Family man, draft exempt, and giving satisfaction on present job. Best references. Box 9A, BROADCASTING.

Situations Wanted (Continued)

Salesman—Two years' experience small station—married—wants increased opportunities. Box 14A, BROADCASTING.

Program Director—10 years' experience in radio—small and large stations. Box 12A, BROADCASTING.

Commercial Manager—Wants opportunity in city of 50,000—experienced—in radio 10 years. Box 13A, BROADCASTING.

Radio Salesgetter—Consistently successful for 11 years. Energetic. Resourceful. Age 38. Highest recommendation. Can handle any position in Commercial Department. Wire or write Box 15A, BROADCASTING.

Newscaster—Thoroughly experienced in editing and rewriting from all news wires, three years commercial experience on regional stations. College degree, single, draft exempt. Employed, but desires change. Box 11A, BROADCASTING.

Transmitter Engineer—Now employed on 5 KW in South, desires position with good 5 KW station or larger farther North or in the East. Married, draft deferred; co-operative, conscientious worker. References. Box 10A, BROADCASTING.

Attention New Station Owners !!!—We can put your station on the air and get you a miraculous billing in less time than you can say "Marconi". Four men with the average of seven years in radio as an unchallenged unit. A complete announcing staff, with technical ability and Program Department. Versatility with outstanding qualifications is what you need and here it is !!! Draft-exempt men with the all-around knowledge. Opportunity knocks, why don't *YOU* answer the door!!!! Box 6A, BROADCASTING.

Wanted to Buy

250 Watt Used Transmitter—Frequency Monitor, Modulation Monitor, and 150-200 foot Tower. Box 18A, BROADCASTING.

Wanted To Buy—Four used Lapp double cone compression base insulators No. 9862 with sectionalized castings. Box 2A, BROADCASTING.

1 KW Transmitter—Must be good condition. State make, price and length of service. Box 1120, Aberdeen, Wash.

Wanted—Bliley BC46T or Bliley BC8 Ovens with or without crystals. Air mail price wanted to Box 17A, BROADCASTING.

For Sale

For Sale—Or Will Trade . . . Gates Limiting Amplifier . . . WMFF, Plattsburg, New York.

Truscon Tower—264 feet with three Lapp insulators, two years old, Station KFJZ, Ft. Worth, Texas.

2 Fairchild Recorders—Two Fairchild feedback recording amplifiers; used 35 hours. Private owner. Box 20A, BROADCASTING.

Network Accounts

All time EST unless otherwise indicated.

New Business

LAND O' LAKES CREAMERIES, Minneapolis (butter products), on Oct. 20 starts for 39 weeks *Boake Carter* on 20 MBS stations, Mon., Wed., Fri., 4:45-5 p.m. Agency: Campbell-Mithun, Minneapolis.

R. L. WATKINS Co., New York (Dr. Lyon's tooth powder), on Oct. 20 starts *Monday Merry-Go-Round*, on 63 NBC-Blue stations, Mon. 10-10:30 p.m. Agency: Blackett-Sample-Hummert, N. Y.

BAYER Co., New York (Bayer's aspirin), on Oct. 22 starts *American Melody Hour*, on 63 NBC-Blue stations, Wed. 10-10:30 p.m. Agency: Blackett-Sample-Hummert, N. Y.

COLGATE-PALMOLIVE-PEET Co. Toronto (toothpaste) on Oct. 13 starts *The Gay Troubadours* on CBF, Montreal; CBJ, Chicoutimi, Que.; CBV, Quebec; CJBR, Rimouski, Que.; CHLT, Sherbrooke, Que.; Mon. thru Fri. 11:30 a.m.-12 noon (EDST). Agency: Lord & Thomas of Canada, Toronto.

DENALAN Co., San Francisco (dental plate cleanser), has started *Canary Chorus* on 3 California Don Lee stations, Sun., 9:30-9:45 a.m. (PST). Agency: Rufus Rhoades & Co., San Francisco.

IRONIZED YEAST Co., Atlanta, on Oct. 13 starts *The Helping Hand*, on four CBS stations WBBM WABC WJR WFBM), Mon. thru Fri. 3:15-3:30 p.m. shifting to 3-3:15 p.m. on Oct. 27. Agency: Ruthrauff & Ryan, N. Y.

IMPERIAL OIL, Toronto, on Nov. 1 starts *National Hockey League* broadcasts on 49 Canadian Broadcasting Corp. stations, Sat. 9 p.m. (EDST). Agency: MacLaren Adv. Co., Toronto.

Renewal Accounts

WM. WRIGLEY Co., Toronto (gum) on Oct. 7 renews with a number of station changes *Treasure Trail* on CHML, Hamilton, Ont.; CFPL, London, Ont.; CKCO, Ottawa; CFCF, Montreal; CFRC, Kingston, Ont.; CFRB, Toronto; Tues. 9:30-10 p.m. (EDST). Agency: Tandy Adv. Agency, Toronto.

PLANTERS NUT & CHOCOLATE Co., San Francisco, on Oct. 3 renewed for 52 weeks *What's on Your Mind*, on 10 CBS Pacific Coast stations, Fri., 6-6:30 p.m. (PST), and on Oct. 10 added 5 stations (KOY KTUC KSUN KGGM KVSF). Agency: Raymond R. Morgan Co., Hollywood.

FM
with Simplified CIRCUIT DESIGN
GENERAL ELECTRIC

DEBONAIR GROUP representing agency and talent combined dotting of "i's" and tossing off tea when they signed a 39-week contract for start Oct. 7 of the weekly NBC variety show, *Red Skelton & Co.*, under sponsorship of Brown & Williamson Tobacco Co. (Raleigh cigarettes). Dottedliners are (l to r), John Richardson, vice-president of Russel M. Seeds Co., Chicago, servicing the account; Red Skelton, star of the program and featured movie player; Freeman Keyes, agency president.

NBC Studio Guards

PASSES for representatives from the trade press and newspapers are now being printed by NBC for distribution in view of the restrictions on visitors to the network put in force on Oct. 9. Certain areas of NBC in New York are posted with guards and the policing of the building is somewhat similar to that in effect in government and technical buildings in Washington as suggested by Defense Communications Board.

BERNARD SCHOENFELD, director, and William F. McMorrow, script writer, of the Office of Emergency Management, are the authors of "America, the Party's Over," a 15-minute drama to be heard on the Bendix-sponsored *Millions for Defense* on NBC-Blue Oct. 14.

P. LORILLARD Co., N. Y. (Old Gold cigarettes), on Oct. 15 renews for 13 weeks *Tommy Riggs & Betty Lou* on 6 NBC Pacific Red stations, Thurs., 9:30-10 p.m. (PST). Agency: J. Walter Thompson Co., N. Y.

SIGNAL OIL Co., Los Angeles, on Nov. 9 renews for 52 weeks *Signal Carnival* on 14 NBC-Pacific Red stations, Sun., 8-8:30 p.m. (PST). Agency: Barton A. Stebbins Adv. Agency, Los Angeles.

STANDARD BRANDS, Montreal (Fleischmann's yeast), has renewed four transcribed spot announcements daily on 38 Canadian stations. Account was placed by J. Walter Thompson Co., Montreal.

Network Changes

AMERICAN TOBACCO Co., New York (Lucky Strikes), on Oct. 15 shifts Kay Kyser's *College of Musical Knowledge* on 115 NBC-Red stations, Wed. 10-11 p.m. from Hollywood to New York. Agency: Lord & Thomas, N. Y.

COLGATE-PALMOLIVE PEET Co., Toronto (toothpaste), on Nov. 6 changes its French network program *La Mine d'Or* to CBF, Montreal; CBJ, Chicoutimi, Que.; CBV, Quebec; Thurs. 8:30-9 p.m. (EDST). The program has been on CKAC, Montreal; CHRC, Quebec; CHLN, Three Rivers, Que.; CHLT, Sherbrooke, Que. Agency: Lord & Thomas of Canada, Toronto.

WJOB and KNET Transfers Granted

Hammond, Ind., Palestine, Tex. Sales Are Approved

CONSENT for the voluntary assignment of licenses in two cases —WJOB, Hammond, Ind., and KNET, Palestine, Tex.—along with a routine transfer of control of WFEA, Manchester, N. H., was granted at a meeting of the FCC last Tuesday.

In the WJOB transaction Dr. Fred L. Adair, partner of O. E. Richardson, general manager of the station, gives a 10% interest to his son, George C. Adair. The younger Mr. Adair was formerly commercial manager of WJOB but is now serving as a second lieutenant in the Army. Mr. Richardson's 50% interest is unaffected. The Richardson-Adair combination is interested also in the ownership of the new WASK, Lafayette, Ind., local granted last July 30 by the Commission, with Mr. Richardson having 33 1/3% of the stock; Dr. Adair, 16 1/6%; and Lieut. Adair, 16 1/6%.

KNET Transfer

Bert Horswell, onetime Chicago station representative and later manager of KRIC, Beaumont, Tex., acquires KNET from Boner Frizzell, the present owner, with the Palestine authorization. Mr. Horswell under the new Palestine Broadcasting Corp. setup holds 34% of the stock with his wife owning 33% and his mother-in-law, Pauline M. Gordon, having the remaining 33%. Consideration is reported to be $5,000.

The Manchester deal merely involves the transferring of WFEA from Adelaine B. Rines, executrix of the estate of Henry P. Rines, to Mrs. Rines personally. WFEA operates with 5,000 watts on 1370 kc.

Ann Tenna says:
Wants cut down your waste-line so your radio budget just fits the Metropolitan New York area? Let Ann show you where every dollar WINS
(My spots are your spots—Come up and take your choice)
WINS

An $8 Hat Wins a $2 Prize!
Yes sir! One of the more than 500 entries in a sponsored 5-minute jingle contest over WCBM was a hat retailing at $8! The winner? Sure! Just like the station that "pulled" it!
PENNY FOR PENNY
COVERAGE BETTER THAN ANY!
★WCBM★
BALTIMORE, MD.
MEMBER NBC BLUE NETWORK

WDSU
NEW ORLEANS
soon will be
5000 WATTS
Day and Night
WEED AND COMPANY
National Representatives
New York • Detroit • Chicago
San Francisco

WCAR
We've Got
POWER 1000 Streamlined Watts
PROGRAMS Built by a Big Time Production Staff
COVERAGE That Hits Into Widespread Industrial & Rural Markets
LISTENERS With Money to Spend . . . Who Prefer WCAR
all at LOW COST!
GET THE FACTS FROM WCAR
PONTIAC • MICH.
THE FOREMAN CO. NATIONAL REPS.
CHICAGO • NEW YORK

WABC Ceremonies

CEREMONIES when the switch is thrown, putting into operation the new 50,000-watt transmitter of WABC, New York, located on man-made Columbia Island in Long Island Sound, will be broadcast Oct. 18, 10-11 p. m. on WABC and CBS. WABC will carry a local program from 10 to 10:15, midway in which the actual transferring from the old WABC transmitter in Wayne, N. J., will take place. Then at 10:15 the CBS network will join in a salutory program that will feature such stars as Kate Smith, Orson Welles and Ed (Archie) Gardner among others.

Big Fight Hookup

AN AVERAGE of 200 stations in the United States, Canada and Hawaii are linked to MBS for its exclusive coverage of boxing bouts sponsored by Gillette Safety Razor Co., Boston, setting an all-time high in network stations carrying a regular series. Since June 1, 1941, when Mutual acquired the rights to the bouts from the 20th Century Sporting Club, eight matches have been broadcast with the lists of outlets never totaling under 200 and reaching 205 for the Louis-Nova fight on Sept. 29.

ACA to Meet

ASSN. OF CANADIAN ADVERTISERS will hold its 27th annual convention at Toronto at the Royal York Hotel, Oct. 30-31. Among problems to be discussed will be the effect of priorities on the supply of raw materials with consequent threat to "brand survival", and the importance of market research in wartime. Four awards will be made at the convention for the best advertising of the year with gold and silver medals going to advertising managers, agency executives, artists and media.

MIKES ON DISPLAY

AT&T Windows Show Types Used by Stations

RADIO in its most familiar form, the microphone, is being exhibited throughout the greater New York area by the American Telephone & Telegraph Co. Beginning Sept. 19 all the various offices of AT&T have had window displays of the various types of microphones with descriptive material. On each microphone is given the call letters of the broadcasting company using the particuliar instrument and other pertinent information about the station.

The mikes are those used by 17 of New York's stations. The radio display by the telephone company was made because of the increasing public interest in radio and since the telephone company wires so vital in network hookups. Of the nation's 880-odd stations nearly 500 are connected by 75,000 miles of Bell System wire networks.

Transmission of radio programs by wire began on Oct. 28, 1922 when WEAF, New York, broadcast the Princeton-Chicago football game in Chicago. AT&T established WEAF in July of that year, later selling to the newly-formed National Broadcasting Co. in 1926.

THRIFTEE MAKES SOME MONEY

Clothing Store, Overstocked, Discovers Radio Can Start a Shelf-Emptying Wave

By BERT A. PHILLIPS
United Advertising Agency
Los Angeles

THE OFT-REPEATED statement that "advertising costs too much" is perhaps responsible for more local advertisers remaining local than any other mistaken merchandising ideas. But you can't tell Thriftee Outlet Co. executives that advertising costs too much for that firm's entire business has been built by radio advertising and at a low cost-per-sale. Advertising dollars well directed on radio shows this firm that "advertising costs nothing". In fact it actually makes money.

Mr. Phillips

Had to Be Moved

Primarily wholesale jobbers of men's clothing, Thriftee Outlet Co. of Los Angeles found itself so hopelessly overstocked at the end of 1940 that a decision was quickly reached to sell direct to the public. But the fact had to be regionally announced, so an extensive advertising campaign covering three media — newspaper, direct mail and radio—was launched.

Then a careful check was made with each customer. As a result, in January of 1941 our client's advertising schedule was cut to include only two media, direct mail and radio.

The latter, the leading business getter, received the lion's share of the firm's advertising appropriation. At this writing, radio and direct mail are still the only media used. But direct mail today goes only to customers brought into the store by radio.

Mainstay of Thriftee Outlet Co.'s radio is western music and we find it an excellent puller. We didn't just plunge into this type of programming. Considerable thought was given to the kind of radio that would do the best selling job. Several surveys were made. Then in January of this year all programs were rearranged into 30 minutes, one hour and 2½-hour blocks, with recorded western music used exclusively. And we have deviated little from that policy.

Currently on KRKD, Los Angeles, a total of 15½ hours per week of western music is sponsored. This is on a schedule of two half-hours daily, with a mid-morning program titled *Prairie Schooner*, and a late afternoon show called *Songs of the Saddle*. In addition to a daily 60 minute early morning program of similar music, there is a one-hour Sunday morning show on KRKD titled *On the Ranch*. Thriftee also sponsors a 2½-hour block of time Friday nights on that station, the program being tagged *Merry-Go-Roundup*.

Last half-hour of this program is devoted to a western hit parade song contest, with the ten top cowboy tunes selected by written ballot. Although no prizes are awarded, this latter half-hour, released at 10 p.m. is a great mail puller.

As an added attraction every Friday night at 11 o'clock, a suit of clothing is given away for the best 100-word commercial announcement sent in by listeners. A pair of men's slacks is also awarded for the best commercial poem written about Thriftee Outlet Co. Audience mail runs close to 1,500 letters per week on these features alone. They come from persons in all walks of life. They are from cowboys in Nevada and from Hollywood motion picture stars. It is interesting to note that there are just as many women writing those letters as men.

Pal of Listeners

To tie-in with the general idea, all western musical programs are announced by the same personality, The Foreman, as he has become known. Commercials are informal and directed in a friendly, personalized style, another excellent mail puller. No high-pressure salesmanship is used. The Foreman is just a pal to the listener.

Pleased with results obtained through this local station, our client in early April expanded its radio advertising to include a Thursday night half-hour program of recorded western music on KHJ, Hollywood. This was replaced five weeks later with a live talent show featuring Texas Jim Lewis and his Lone Star Cowboys.

Recently the schedule was increased to thrice-weekly, the program taking a 6:30 a.m. spot for balance of the 13-week contract. Thriftee is currently sponsoring a half-hour participation, thrice weekly in the early morning *Rise & Shine* program on that station, having started June 16 for 13 weeks.

In addition to the 17 hours per week of sponsorship on those two stations, five other local outlets are currently releasing one-minute transcribed announcements on an average of thrice-weekly.

Thus with such a schedule as maintained by Thriftee, we reiterate that advertising doesn't cost too much if the advertising dollar is well directed and placed in the right media.

"Highlight" Listing

TO GIVE radio advertisers "highlight" listing of their programs in newspapers, Sponsored Radio Programs Inc., New York, is offering a 13-week test service for sponsors to promote their shows in 23 daily and 19 Sunday papers of 12 major cities in the East. Titled "Today's Selection of Sponsored Programs," the listing gives the time, network and type of program presented with a small reproduction of the packaged goods sold by the sponsor. Company is located at 366 Madison Ave., telephone is Vanderbilt 6-4656. President is June Shepherd.

WLOL Names Laws

FRED F. LAWS, well-known Twin City radio executive, has been appointed sales manager of WLOL Minneapolis. He has been with WLOL since January of this year. Mr. Laws was first sales manager of WCCO back in 1928 when the Washburn-Crosby Corp. took it over from the old WLAG. In 1931 he left to join KSTP where he remained until 1940, successively becoming assistant sales manager and assistant to the president of KSTP.

Mr. Laws

BMI Disc Clearance

BMI announced last week it had established a clearance-at-the-source provision for transcribed commercial programs, applicable to all such transcriptions made since Sept. 1, 1941, and had notified advertisers that where stations are not BMI licensees, licenses for clearance at the source may be obtained from BMI by recording companies or advertising agencies. Rate is the same as the station per program license fee, with the maximum rate of 5.55% applying unless station supplies dota proving it entitled to a lower classification.

Russ Hodges to WOL

RUSS HODGES, sports editor of WBT, Charlotte, resigned Oct. 8 to join WOL, Washington, effective Oct. 27. Hodges has been handling the descriptions of the Washington Redskins professional football game since the beginning of the season and will take over two additional daily sports programs. No successor has been named at WBT. Tony Wakeman, who has been sports editor of WOL, on Oct. 13 joins WINX, Washington.

McKEESPORT Broadcasting Co. is applying for a new local in McKeesport, Pa., seeking 1,000 watts for daytime operation on 960 kc. Principals are George C. Raikes, retired executive of G. C. Murphy Co., who is president and holder of 20% of the total stock to be issued; Robert M. Cox, of McKeesport, vice-president, 6 2/3%; Paul Norton, attorney, 3 1/3%; L. J. Shaw, 3 1/3%.

Youngstown
America's *35th Market
WFMJ
Youngstown's Favorite Station
NBC AFFILIATE
*U. S. Census Bureau

ROYAL SCARLET PLAYS ITS NAME

A YEAR-AND-A-HALF is a long time for a distributor of a well-known brand of food products to go with little or no advertising. Many things could happen in the interim to cause the public to forget the brand name.

R. C. Williams Co., New York, distributors of Royal Scarlet brands was aware of this. But since early 1940 when the company was taken over by Jaburg Bros., under the management of Hugo Jaburg, president, it had been going through a period of reorganization and readjustment and had let its advetrising lag.

About May of this year, Williams Co. officials came to Alley & Richards, New York, their advertising agency, to talk about an advertising campaign to put their name before the public again. The problem was: What was the least expensive way of reaching a large audience in the Metropolitan area? The answer was not far to seek. Radio was given a unanimous nod.

A Coffee Test

On June 2 the company started a 13-week test of *Arthur Godfrey* on WABC, Monday, Wednesday and Friday, 7:15 to 7:30 p.m. But it was not as easy as all that. Williams Co. wanted radio to pass an acid test. It was decided to use Royal Scarlet coffee as the spearhead of the new campaign because "coffee was about the hardest product to hit the New York market with".

Evidently radio proved its worth, for within a month Williams Co. purchased another program, *John B. Kennedy News*, Monday, Wednesday and Friday, 7:30-7:45 p.m. on WNEW.

Recently at a dinner given by Williams for more than 250 of its sales representatives, fall plans were announced. It was pointed out that radio had done the groundbreaking for a campaign about to be launched in several media—and radio had done its work well. Since July for two-week periods different Royal Scarlet products were plugged a "special" on the programs and salesmen reported retailers and customers getting into the habit of asking them: "What's your radio special for next week?"

During that sales meeting it was announced that a new program had been purchased to supplement the newspaper advertising about to get under way. Starting Oct. 1, *Zeke Manners & His Gang* was to be heard on WNEW, for 52 weeks, Monday through Saturday, 9:30-9:45 a.m., for Royal Scarlet products.

WNEW, cooperating with Williams Co. in launching the new series, issued a promotion piece to Williams' salesmen, with a picture of Zeke Manners in the upper corner. Written in letter-form, with hillbilly dialect, the piece tells of the new program and Royal Scarlet products. It says in part: "Hy'ar is news that'll bring cheer to men behind the counters selling Royal Scarlet vittals:—Me and the Gang will be tellin' the good women-folk of this hy'ar town every mornin' of the week ('cept Sunday) all about the goodness and richness of Royal Scarlet food products.

Rapid Expansion

"We tell 'em how R. C. Williams Co. keeps the quality high and the prices low—so git set for what the advertisin' fellers call 'Sales Action'!" A post script adds that John B. Kennedy continues at his regular time on the station for the same sponsor.

Thus in less than four months the Williams Co. has expanded its radio time threefold. Both the company and its agency feel that radio has helped substantially in the job of putting the Royal Scarlet brandname back into the public's mind and the Royal Sarlet products on the retailer's shelves and in the consumer's kitchen.

Cugat Honored

XAVIER CUGAT, conductor of the NBC-Red *Cugat Rhumba Revue*, sponsored on WRCA, NBC's International station, by R. J. Reynolds Tobacco Co., on Oct. 5 received the Order of Honor & Merit of the Cuban Red Cross with the Rank of Commander, given at the instigation of the Cuban Dept. of War "for his meritorious service to the people of Cuba in promoting Cuban music and artsts in America."

Where they listen
790
"THE MIDDLE OF THE DIAL"
is where you'll find
WEAU

ANNOUNCING
WEAU's full-time coverage of all the West Central Wisconsin area, and a move to 790 on the dial for easier, better listening. Nearly 750,000 folks in our area, whose dollars are yours, when you tell them your message on popular WEAU!
CLYDE RIDDLE,
Commercial Manager
WEAU
EAU CLAIRE
WISCONSIN
DOUBLED COVERAGE
5000 WATTS
DAYTIME • • • 1000 NIGHT

IN PHILADELPHIA
WFIL
win friends influence listeners
SELL THROUGH WFIL

Columbia's Station for the
SOUTHWEST
KFH
WICHITA
KANSAS
Call Any Edward Petry Office

WCKY-UP NEWS

with
REX DAVIS
THREE TIMES DAILY

ASK THESE
111 Merchants!
111 merchants in 29 cities within a radius of 69 miles REGULARLY advertise their services and products over . . .
WKNE
5000 Watts
Member C.B.S. network
KEENE, NEW HAMPSHIRE
An H. C. Wilder Station
Represented by Raymer

INS
"FLASH and EXCLUSIVE are words potent on any newscast. INS affords their use often." Henry Orbach, KARK, Little Rock.
INTERNATIONAL NEWS SERVICE

Strikes Threatened

(*Continued from Page 7*)

ing day. Ironically enough, the cause of the Blue's loss of dance pickups was a station which had joined the Blue only one week before, on Oct. 1, when KDKA, former Blue affiliate in Pittsburgh, transferred to the Red network.

The walkout of the technicians at WBYN on Thursday came as a surprise to industry observers, as on the previous Friday, less than a week before, ABTU had announced the reaching of agreement with the station calling for increases averaging about 15% for the eight studio and transmitter engineers. According to Union spokesmen after the agreement was reached they prepared contracts for the station owners to sign on Saturday, but were put off from day to day. On Wednesday the union demanded contracts be signed and returned by the following morning or a strike would be called. Thursday morning, when only three of the four owners had signed, ABTU extended the deadline until noon and then, when the final signature was still lacking, called out the men at 12:15 p.m.

Peter Testan, licensed radio engineer who is part owner of WBYN, rushed to the transmitter and got the station back on the air in approximately 30 minutes, according to WBYN officials, who stated that "delegates of the union served a three-minute ultimatum" on the station Thursday noon, and that "while the conference with the union delegates continued the technicians left their posts, putting the station off the air from about 12.15 to 12.45 p.m."

Brooklyn Surprise

"The only point in dispute involves a management request for a list of union members at WBYN, and the management reaction when it discovered that some of the technicians were not members of the union and the contract would apparently cost these men their jobs," the management stated.

On Friday BROADCASTING received reports from several sources that the announcers at WBYN were also planning to walk out of the station, but at press time they were still on the job. Group is unaffiliated with any union at present, but will ask AFRA to take them in as a group and to represent them in negotiations with the station management if a strike occurs, according to these reports.

There was still hope last weekend that a settlement without strike action might be reached between officials of WHN and ACA, each group on Friday waiting for the other to make the first move. Negotiations for a renewal contract between the station and the CIO technicians union had been under way for several weeks, when they were suddenly terminated last Tuesday, following which the WHN engineers met at union headquarters and voted to strike if their leaders thought it necessary.

Breakdown occurred when WHN offered to give the engineers a 10% increase in place of a 13% raise previously offered, the union charging the station with reneging on its offer and the station stating that the union had itself rejected the first offer and that on checking wage scales for other New York stations WHN had discovered that its original offer had been out of line and so when it was rejected had not renewed it.

On her return from Texas last Friday Mrs. Holt stated that the managements of WFAA, Dallas, and KGKO, Fort Worth, have as yet failed to give AFRA recognition as representing a majority of staff artists. She said that Vic Connors, AFRA field representative will go to Texas within the next few days to conduct negotiations, and predicted that the union would have both recognition and contracts within the near future.

Hyman Faine, another AFRA field man who has been in Cincinnati but is now transferring his headquarters to Boston, will go to Rochester, N. Y., Mrs. Holt said, to investigate the situation at WHAM, where an announcer is reported to have been discharged for union activities. Mrs. Holt said she was not very familiar with the Rochester situation as it has all been handled by the AFL local Central Trades and Labor Council and declined to comment until she has heard from Mr. Faine. AFRA has no contracts in the city.

CBS Strike Unlikely

Not all the labor news of the week was bad, however. Strike of the technicians at the CBS M & O stations, threatened when negotiations for wage increases broke down in mid-September, appeared extremely unlikely last week when the network and union agreed on John Lapp, labor counsel for the Rural Electrification Administration, as an arbitrator. If Mr. Lapp is able to serve, which was not known on Friday, the union's original demands for increases averaging roughly 20% above present wages will be submitted for his decision, with arguments pro and con from union and company.

Selection of Mr. Lapp was agreed upon on Wednesday, after meetings had been held in New York the first three days of last week. Russ Rennaker, national business manager of ABTU, and Lester Hatfield, president of New York Local 1212, represented the union. CBS Vice-President Mefford Runyon and H. Leslie Atlass, who had come from Chicago for the meetings, acted for the network.

ABTU also reported that a contract had been signed with WPAT, Paterson, covering technicians.

Continuing its recent move into the recording field, begun the previous week when an ABTU contract covering the technicians employed by Columbia Recording Corp. [BROADCASTING, Oct. 6], the union stated last week end that an agreement had been reached with Brinckerhoff Studios, New York.

MICHIGAN U OPENS NEW RADIO SEASON

UNIVERSITY of Michigan on Oct. 25 starts its 16th season of programs on WJR, Detroit, and its second on WCAR, Pontiac, Mich., with WJR carrying six programs lasting two hours and WCAR five 15-minute programs.

Under direction of Prof. Waldo Abbot, in charge since the service started, time will again be donated by WJR and WCAR. WJR has presented much of the equipment used at the university studios. Time donated last year by the stations had a commercial value of $25,87[illegible], according to Prof. Abbot.

David Owen has joined the university staff. He was with CBS 12 years and was the original Jack Armstrong.

Among the programs this year will be Dr. Joseph E. Maddy's historic hymn series; a folk song series by Dr. Maddy; discussion of world events by Prof. Preston Slosson; medical drama; series titled *Why Save Democracy*; short story dramas; program for parents with sons at Camp Custer; campus news; dramas on achievements of youth; programs aimed at promotion of Latin American goodwill.

Correction

BROADCASTING rights to the 1942 baseball games of the Cincinnati Reds have been obtained by WKRC, Cincinnati, though not on an exclusive basis as erroneously stated in BROADCASTING, Oct. 6. BROADCASTING regrets its error.

Postal Telegraph
PLEASE, I'D LIKE TO SEND A TELEGRAM!
YOUR OWN TELEPHONE IS YOUR NEAREST POSTAL TELEGRAPH OFFICE —AND CHARGES APPEAR ON YOUR TELEPHONE BILL!
Speedier Service Too

Newspaper

(Continued from page 12)

of domestic wire lines, with from 150,000 to 200,000 words filed daily through the New York bureau. He estimated that about 40,000 words per day are furnished on the PA radio report.

Right of Protest By AP Members

Lloyd Stratton, AP assistant general manager and assistant secretary, upon taking the stand, was asked by Counsel Cohn whether an AP member ever had the right to protest the sale of AP service to another applicant in his territory. He declared that under the AP by-laws, a member of five years or more gets a "right of protest" applying to the sale of AP service in his community. He said various reasons for protest arose, but that they were always different. He refused to estimate any percentage of successful protests, indicating, however, that only "maybe three or four" protests were received in a year.

Mr. Stratton was questioned briefly on three cases in which a station unsuccessfully sought to acquire AP service—KGA, Spokane, KPAB, Laredo, and KWEW, Hobbs, N. M. Pointing out that all these cases had arisen before the organization of PA, he stated that his only knowledge of the individual cases lay in the fact that he had seen letters pertaining to them.

Cross-examined by Judge Thacher, Mr. Stratton commented that the original court in which the Bellingham case arose was found subsequently to be without jurisdiction, and that the cause of action extended only to AP, rather than the local newspaper. He said AP had pursued the case no further.

On redirect examination by Counsel Cohn, he declared there was nothing in the AP by-laws providing a protest right to members against the use of AP news on the radio. He declared also that the AP board of directors could sell PA service to any radio station, despite protests from AP members. "The board of directors is the one who decides in the end if something is going to be done," he said.

Tells of Negotiations With Spokane Papers

Recalled for additional testimony on the KGA-KPAB-KWEW cases, Mr. McCambridge stated that late in 1940 KGA had started negotiations with Spokane newspapers to arrange for the use of AP stories. He said it was merely a local situation, and that the negotiations had apparently stalemated when the question of newspaper credits could not be agreed upon. As for KPAB, he said, the station had made an inquiry about AP service, and was referred to the local member to work out the situation.

However, the newspaper had turned down the proposition, "under prevailing circumstances", which he said had to do with certain aspects of the management of the station. He pointed out that later, after a change of management at the station, the newspaper had indicated it would be "only too glad" to cooperate. He said the KWEW case had got nowhere because the AP member and station management could not get together on economic considerations.

Called to the stand briefly to review the KGA situation, Louis Wasmer, licensee of KGA and KHQ, indicated that a principal reason that talks with the local newspapers had fallen through arose from failure of the parties to agree on credit announcements. When these negotiations failed, he said, KGA had subscribed to UP service, and that although an approach was made by PA shortly thereafter, the station already had signed the UP contract.

Edwin M. Williams, UP vice-president, indicated that about one-third of UP's revenue, on a "comparable service" basis, came from radio sales. He identified an FCC exhibit, compiled under his supervision, listing 447 UP radio subscribers as of June 30, 1941, along with comparative lists of radio subscribers from 1935 to the present. He also identified exhibits covering the corporate organization of United Press Associations, E. W. Scripps Co. and the Edward W. Scripps Trust. Copies of the UP standard agreements with radio stations and publisher subscribers also were entered in the record.

Says UP Has No Exclusive Contracts

Mr. Williams declared that UP has no "exclusive" contracts with radio stations, nor with newspapers, although some of the contracts may be interpreted as being "restrictive".

Mr. Williams stated that "asset value" clauses have been included in some contracts since 1929. He declared that these clauses do not in effect preclude UP from serving another ownership in the same community, holding that it only gives a subscriber an equity for having built up the service in previous years. He claimed that only about 13% of the 1,498 newspaper clients of UP have the clause in their contracts. He said that he thought the asset value provision doubtless would hold for facsimile broadcasting and probably video.

(Continued on Page 56)

ARMY DRAMA is presented each week by KOA, Denver, in its weekly half-hour *Lowry Field Theatre of the Air*, from Lowry Field, Col., written and produced by Hal Kanter, who in civilian life is an NBC writer. With Pvt. Kanter are other members of the show (l to r), Pvt. George Sorgatz, formerly of the WSM, Nashville, Stock Company; Pvt. Alan Haemer, a commercial artist; Pvt. Kanter; Pvt. Louis Harris, a newspaperman; and Pvt. Walter Harrison Jr., formerly of CBS, Oklahoma City. Lloyd E. Yoder, KOA general manager, reports that after a trip to New York where NBC officials listened to transcriptions of the show, a possibility exists that it might be placed on the network.

Ford's Midget

FACED WITH the problem that radio record turntables are just over three feet high, Art Ford, six feet four, who turns the records from 12 midnight to 2 a. m. on WBNX, New York, hired a midget, British-born Leonard Frank, to save his back. Now Art is free to answer requests sent in by listeners to his *All Through the Night* show.

CHNS

THE KEY STATION OF THE MARITIMES

Is as much a part of Halifax as the Citadel Hill.

Located as it is in the Capital City, it commands the largest near at hand audience in the Maritimes.

ASK JOE WEED
350 Madison Ave.
New York

"THAT'S RIGHT, MRS. SAX!"

This is Jim Deline and you're the 1250th listener I've called on Red and White Stores' "Musical Bee" during the three years we've been on WFBL.

Can you recognize the tune now being played?"

. . . . . and Mrs. Sax (typical of WFBL's responsive audience) did name the tune and won $1 worth of Red & White groceries.

This powerful Saturday morning LOCAL show has produced tremendous results for its sponsor FOR THREE SOLID YEARS. To sell Upstate New York . . .

Your Logical Choice is

WFBL

SYRACUSE

CBS • 5,000 Watts Day & Night

Chairman Fly was not present during the Friday morning session. Commissioner Paul A. Walker presided, with Mr. Williams remaining on the stand through the entire morning session.

He was questioned on a series of situations involving radio stations' efforts to secure UP service in the face of alleged opposition of UP newspaper subscribers. In addition to the Bellingham case, where UP service eventually was supplied to both KVOS and the *Bellingham Herald*, somewhat similar situations in Tampa, Fla., Twin Falls, Ida., Des Moines, Galveston, Tex., Nashville, Columbia, S. C., San Bernardino, Cal. and Dayton were reviewed.

From his line of questioning, counsel apparently attempted to show that in each of these cases radio stations' difficulties in arranging for UP service arose mainly from the opposition of competing newspapers, which in most cases did not own a radio station themselves.

It was shown that an asset value clause existed in several of the contracts held by the objecting newspapers, although they were not strictly enforced and some of the stations eventually acquired UP service. Mr. Williams stated that where no UP contract resulted between the station and the press association, difficulty came merely because they could not agree on terms.

In a general discussion of the situation, Mr. Williams declared that UP has had objections from subscribing newspapers only infrequently, and in no case has the objection of a newspaper prevented a radio station from securing United Press service. Maintaining that newspaper subscribers have nothing to do with the service offered to radio stations, he pointed out that with UP serving some 530 stations, if the newspaper objection problem were a great factor, many more cases than those cited certainly would have arisen.

Scripps-Howard Papers Not a Factor

He declared that UP's policy is to sell its service to any radio station on "proper terms". He observed that although UP does not like to have newspapers object to extending service to radio stations, the press association tries to point out to publishers why they should not object in particular cases. He also denied that UP quotes rates to stations so high that is it certain the stations will not be interested in the proposition, observing that rates in general are premised on several factors, including power, audience, card rates, and cost of delivery.

FCC Counsel Cohn, pointing to the E. W. Scripps Co. as controlling stockholder of UP and the Scripps-Howard papers, asked Mr. Williams if UP salesmen ever offer "favorable relations with or publicity in Scripps-Howard papers". Mr. Williams answered that they do not, since they cannot do so because UP has no relationship with these papers other than supplying a news service.

Cross-examined by Judge Thacher, Mr. Williams stated that UP serves at least one radio station in each of 19 cities in which Scripps-Howard newspapers are located, with more than one station served in several of the cities, i.e., in Washington, D. C., UP serves four stations, none of them newspaper-owned.

Pointing out once more that there were only 192 asset value contracts out of some 1,500 negotiated by UP, Mr. Williams declared that in 95% of the towns represented in these contracts UP served radio stations "and it would be glad to serve stations in the other 5%".

With Chairman Fly again presiding as the afternoon session opened, Mr. Williams observed, under further cross-examination by Judge Thacher, that if UP had listened to newspaper objections rather than following its declared radio policy, it could not have extended service to the 530 radio clients it has today. He commented that although UP may have lost "a paper or two" because of its radio policy, it nevertheless had registered a gain each year since 1935 in both its newspaper and radio clientele.

Truman Green Outlines Tampa Situation

Appearing as a Commission witness, Truman Green, advertising manager of the *Tampa Tribune* and in charge of its radio operation at WFLA, testified on various phases of that station's acquisition of United Press service.

Referred by Counsel Cohn to a pair of correspondence exhibits indicating on their face that the *Tribune* was interested in an unduplicated news service for WFLA, Mr. Green stated that in his dealing with UP on behalf of the paper the matter of exclusivity of contract was not discussed as such, although he said it was assumed that some protection would be afforded the paper through the contemplated agreement for the station.

James D. Poag, counsel for Textile Broadcasting Co., owning WMRC, Greenville, S. C., also appearing as a Commission witness, narrated that station's difficulties in securing any wire press service because of alleged opposition of the *Greenville News-Piedmont*, which also operated the other Greenville station, WFBC. Mr. Poag declared that the *Greenville News-Piedmont*, at the time Textile Broadcasting Co. was trying to secure service for its new station, license for which had not yet been actually granted, held "a complete monopoly on the dissemination of news in that community."

Noting that the newspapers subscribed to AP and INS for themselves, as well as UP for themselves and the radio station, Mr. Poag pictured his client's futile efforts to obtain service from at least one of the four press associations. He charged that while WMRC was attempting to make a connection with one or the other of these services, WFBC also signed a contract with Transradio Press, completely blanketing the outside news field in Greenville.

In each case, he said, WMRC was confronted with the problem of gaining the consent of the *News-Piedmont* or WFBC, headed by Senator Roger C. Peace. He stated that Mr. Peace had sewed up the news field so tightly that the new station could get no service at all, with Mr. Peace indicating that he wanted to do nothing that would jeopardize the primary venture of maintaining the newspaper properties. Under that situation, although UP service ostensibly was available, because of previous comments to the papers and WFBC the rate to WMRC would have been "so prohibitive as to be out of the question."

Reports Difficulty To the Commission

With WMRC's only news coverage coming from its broadcast of MBS news programs, he finally reported the condition to the FCC, Mr. Poag said. When the Peace interests had purchased 49% of the WMRC stock, INS then was made available to the station at the originally offered rate. WMRC still has this service.

Cross-examined by Judge Thacher, Mr. Poag revealed that INS service actually had been made available under contract to the station on Oct. 2, nine days after WMRC had started operating. He also stated that subsequently an option had been taken on the holdings of the Peace interests in WMRC and this stock had been distributed among some 40 local investors.

Responding to a question by Commissioner Craven, he indicated that the station probably could not afford more than the INS service and that apparently it would have no difficulty in getting AP service.

Final witness of the session was Joseph V. Connolly, president of King Features Syndicate, of which INS is a subsidiary. Counsel for King Features, T. A. Brennan and Clarence J. Shearn, Jr., as Mr. Connolly took the stand, reserved the right to challenge the jurisdiction and findings of the FCC, although they did not oppose the appearance of Mr. Connolly, who originally had been a witness when the proceedings opened in July.

Mr. Connolly declared that INS' policy was to provide identical service to both newspaper and radio subscribers, with no separate wires and providing each with the same volume of news. Mr. Connolly identified a series of exhibits showing INS radio clients from May, 1935 to 1941, with 159 listed as of July 11, 1941. He also identified a list of 10 so-called "exclusive radio contracts", which he defined as providing that the service would not be sold to any other station in the subscriber's service area, with the subscriber in some cases being allowed to drop the service.

FCC Counsel Cohn introduced a group of seven correspondence exhibits pertaining to the Greenville situation. Questioned on these documents, Mr. Connolly outlined INS' side of the case, which revolved around a July 8, 1940, "asset value" contract with the *News-Piedmont* and WFBC. He explained that this contract had been superseded Oct. 4 by another agreement which provided for INS newspaper service only, and which indirectly allowed sale of the service to WMRC.

FOR CHRISTMAS REMEMBRANCES

No matter how "oversold" you may be you are never oversold on good will.

A New Bastian item that's as personal as it is really unusual.

THE LUCKY COIN KNIFE

The New Knife Sensation That Will Carry Your Message with Instant Appeal To Male America!

- Popular handy light half-dollar size.
- Two mirror polished, razor sharp blades hinged within the circle.
- Silver finished with your advertising trade mark or with stock crest and personal initials.
- Furnished with or without matching watch chain at pleasingly low quantity prices.

FREE SAMPLE. Executives of rated concerns clipping coupon below to business letterhead will be sent for their personal use, a free sample of this new Bastian item. Fill it in now and mail.

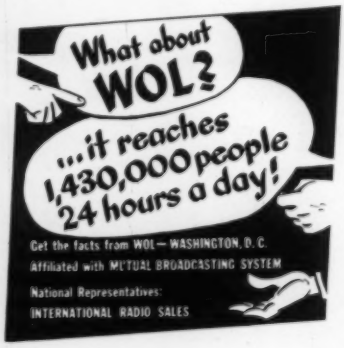
NAME ..... TITLE.....

FIRM .....

CITY ..... STATE.....

BASTIAN BROS. CO.

1500 Bastian St. Rochester, N. Y.


What about WOL?
...it reaches 1,430,000 people 24 hours a day!
Get the facts from WOL—WASHINGTON, D.C.
Affiliated with MUTUAL BROADCASTING SYSTEM
National Representatives:
INTERNATIONAL RADIO SALES

COCA COLA MEETS WITH MBS GROUP

TO DISCUSS promotion, publicity and merchandising plans for the new series of musical programs starting Nov. 3 on MBS under sponsorship of Coca Cola Co.—largest contract ever placed on Mutual for one producer — managers of 125 Mutual stations met last week in a two-day session at the Hotel Traymore, Atlantic City, with network officials, executives of the company and the D'Arcy Adv. Agency, which handles the account.

The meeting opened Oct. 9 with addresses by Price Gilbert Jr., Coca Cola's vice-president in charge of advertising; James A. Farley, chairman of the board of the Coca Cola Export Corp.; Alfred J. McCosker, chairman of the MBS board; Alfred N. Steele of the D'Arcy agency; Steve Hannagan, who handles publicity for the Beverage company, and Fred Weber, MBS general manager, who presided.

Following these talks, 10 Mutual station managers outlined briefly some of the publicity and promotion plans they would put into effect for the programs, which will feature the nation's leading dance bands six times weekly. Mutual also scheduled two other sessions at the conference, both for the station affiliates—one devoted to an informal discussion of the Coca Cola program, the other to general network affairs — and closed the meeting with a formal dinner.

WCKY and KSTP Join NIB Membership Roll

TWO 50,000-watt stations—WCKY, Cincinnati, and KSTP, St. Paul—are among new enrollees of National Independent Broadcasters since the special convention of the group in Chicago last month.

A list of new NIB members released by its Washington headquarters, bringing the aggregate enrollment up to approximately 100, included also KMBC, Kansas City; WMC, Memphis; WDAY, Fargo; WFBR, Baltimore; KJBS, San Francisco; KWFT, Wichita Falls; WJJD, Chicago; WDGY, Minneapolis; WAIT, WGES and WSBC, Chicago; KXL, Portland; KGIR, Butte; KFRO, Longview; WTOC, Savannah; WELI, New Haven; WPEN, Philadelphia; WEW and WIL, St. Louis; KFOX, Long Beach, Cal.

ARTHUR VAN HORN, newscaster of KFRC, San Francisco, has joined WOR, New York.

KFRU
COLUMBIA
In the heart of Missouri!
Strategically located to do a big selling job for the advertiser. A Blue Network station with an exceptional reputation for public service.
1400 KC. ★ 250 Watts

Third for Swing

RAYMOND GRAM SWING, MBS news analyst, on Oct. 1 celebrated his third anniversary of sponsored programs on WOR, Mutual New York outlet, with his sponsor General Cigar Co., New York, noting the occasion by omitting the opening commercial on his 10 p. m. broadcast and inserting a tribute to Swing and his role in radio journalism. In addition to his five weekly broadcasts on MBS, Swing also does twice-monthly programs for the BBC which are shortwaved abroad.

McEldowney Married

MARRIAGE of Lt. James R. McEldowney, of the sales staff of KLZ, Denver, and of Sheldon Peterson, KLZ news man, occurred last week. Lt. McEldowney, on active duty at Lowry Field and on leave of absence from the staff, married Miss Priscilla Van Voorhees, of Oklahoma City. Mr. Peterson married Miss Pat Fletcher, of the stenographic department of KLZ.

Blackout Oscillograph

ALLEN B. DU MONT Labs., Passaic, N. J., announces a new oscillograph which can be used under poor light conditions or in total darkness if necessary, which, the announcement states "may be particularly desirable in certain military operations." Called Blackout Panel Type 208 Oscillograph, the instrument has its steel panel treated with a non-radio active luminous paint that retains its maximum luminosity for several minutes after exposure to ordinary light and can be comfortably observed for an hour or more after that, Du Mont explains, adding that the glow is the same color and intensity as that of the cathode-ray screen, which minimizes eye-strain.

WBYN Names Gellard

SAMUEL H. GELLARD, formerly manager of WLTH, Brooklyn, and now one of the partners of WBYN, Brooklyn, has been named assistant general manager and sales manager of WBYN. New WBYN program manager is Norman Warenbud, formerly the station's assistant production manager on foreign language programs, and previously program manager of WLTH, one of the stations merging to form WBYN. Adrian Kent, formerly announcer at WARD, Brooklyn, another of the merger stations, has joined the WBYN announcing staff.

Pan American Concerts

CONCLUDING the series of 22 weekly *Good Neighbor* programs, devoted to hemispheric solidarity and good will, the NBC Symphony Orchestra under the direction of Dr. Frank Black next Thursday will present a concert of music of the Americas at the Pan-American Union. Broadcast over NBC-Red will be heard from 10:30 to 11 p.m. and will be shortwaved to Latin America over NBC's international stations, WRCA and WNBI. At the time a testimonial will be presented NBC by ambassadors and ministers of the 21 Latin American countries for NBC's effort on behalf of inter-American good will.

Record Making Gift

WHEN Hubert Abfalter, NBC Chicago studio engineer, married Frances Morton, department secretary last week in Chicago, his colleagues set up portable recording equipment in church to catch their wedding ceremony, later presenting the couple with this articulate certificate.

Remodeling Under Way For KROS, Clinton, Ia.

FORMAL opening of new studios and quarters about Thanksgiving Day is planned by the new KROS, located in the Jacobsen Bldg., Clinton, Ia. The studios proper have been completed, and remodeling of lobby and offices is proceeding.

Since its recent debut on the air the station has signed some 60 contracts, including a heavy sports schedule. Red Stangland, new to radio, has joined the announcing staff. Members of the sales staff are Bob Wickstrom, formerly of WMAM, Marinette, Wis.; Herb Heuer, formerly of WOC, Davenport; Walter Teich, Milwaukee, and Vern Carstensen, of Clinton, both new to radio. In the office are Lucille De Leers, formerly of WMAM, in charge of traffic; Doris Gray and Millie Leahy, of Clinton, both new to radio; Darlene Gordon, formerly of WMRO, Aurora, Ill.

NBC Shortwave Beam

A NEW high-gain directional beam antenna specially built to serve the British Isles and Central Europe will be put into NBC shortwave service beginning Oct. 15. Schedules and wave-lengths have been rearranged for both NBC shortwave statons, WNBI and WRCA, to assure best possible reception throughout the world. Among the more important changes will be the increase of the daily Spanish and Portuguese news periods beamed to Europe from 15 minutes to a half-hour.

Beverage Test

CHICAGO Distilled Water & Beverage Co., Chicago (Dad's Root Beer), is testing radio with a transcribed quarter-hour juvenile dramatic program, *Captain Danger*, broadcast three days a week for 13 weeks on WMAQ, Chicago. Malcolm-Howard Adv. Agency, Chicago, placed the account.

Don Winslow Disc

GENERAL FOODS Corp., New York (Grape-Nuts, Grape-Nut Flakes), extensive user of radio, on Oct. 6 began sponsorship of *Don Winslow* transcriptions, Monday through Friday, 4:30-4:45 p.m., on WGN, Chicago. Agency is Young & Rubicam, New York.

Magazine Breaks

PARENTS magazine, New York (*True Comics* magazine), is planning a test campaign of transcribed chain break announcements in about six markets to get under way the latter part of October. Joseph Katz Co., New York, handles the account.

Battle of Brains

IN A RECENT *Quiz of Two Cities* broadcast for Noxema on KFRC, San Francisco, and KHJ, Los Angeles, radio trade paper representatives from BROADCASTING, *Variety*, *Billboard* and *Radio Daily*, were pitted against each other. The San Francisco team won with more than double the score of the Los Angeles scriveners.

Or Here's Something Just as Good

A Plaintiff Plea to Abolish Change In Time

By WILLARD D. EGOLF
Commercial Manager, KVOO, Tulsa

THERE'S TIME for sale, and lots of it. What kind of time? Well that's something else, and that eloquent orator on behalf of elmination of time changes—Willard Egolf—has another episode to submit to honest and thoughtful broadcasters. In the Feb. 3 BROADCASTING, he debated the subject with a prominent timebuyer, Jack Laemmar, head of the radio department of Lord & Thomas. In this instalment Orator Egolf slips a bit of commercial ethics into the discussion. And he has a simple solution that will be found in the last paragraph.

TIMEBUYERS want to be lied to. They won't help us go straight. They act as the "fence" for our "hot" spots and sell them to unsuspecting advertisers. The best we can say of them is that they take a spot advertiser's money and deal in "futures". They have worse than no assurance of delivery. They have, in fact, every assurance of non-delivery! Are they unscrupulous? No! It's the best they can do. They must have something to sell in order to get the appropriation in the budget.

Mr. Egolf

It's not their fault. It's not our fault. Who's fault is it?

It's the fault of Change of Time, the great deceiver, the one thing that makes a radio man ashamed of his business.

Some Choice Spots

Along about July 1, when we've barely recovered from Change of Time in the spring, the first inquiries begin to trickle in from our representatives.

"Sam Glint, of the Bulgy Agency, says that Amalgamated will okeh a schedule of 10 one-minute daytime transcriptions on your station, to start effective with Change of Time, if you can furnish good ATC (After Time Change) availabilities. Sam says he must have your ATC availabilities not later than Aug. 15, etc."

Now, there's nothing wrong with Amalgamated's starting effective with Change of Time, except that Amalgamated is skipping radio for the whole month of September and probably spending that money with the newspapers. But we drove them to it several years ago, with the uncertainties of Change of Time. We can't holler now that Amalgamated and two or three hundred others withhold a few million dollars in radio billing each year for the month of September, until we get through clawing the spots off each other, like a pack of jungle leopards. Why shouldn't Amalgamated keep out of that scrap? It's their money they're spending.

But what happens? I'll tell you what *should* happen. An honest radio operator writes back and explains that it will be impossible to quote ATC times earlier than two weeks prior to Change of Time. He *means* that, because "availabilities" include preceding and following programs and no one has any reasonable assurance what they will be—not even the networks.

The representative, however, replies that Sam Glint's hands are tied. He must have availabilities before he can get the appropriation approved. The station will probably lose the business. Too bad!

Here, the station operator may weaken. If he is strong, he thinks of the advertisers who are running with him at that moment and who will continue right through Change of Time. He owes allegiance to those advertisers. Normally they would move one hour later with Change of Time and retain the same relative positions as to preceding and following programs.

They're All Looking

But he knows that nothing is normal about Change of Time, therefore many of them will be looking for availabilities just like the new advertisers. The regular customers want good positions, too, and deserve them, but again the operator isn't sure where they will be. He tries to explain this to the representative, who replies: "Aw, look, you can pick out 10 one-minute daytime availabilities from your present schedule and hold them for Amalgamated. Sam's gotta have these spots or it's too bad for your station!"

The station operator is weakening. He may inquire timidly: "But does Sam Glint realize that I can't promise to deliver those spots effective with Change of Time?"

The rep replies: "Sam is my sister and we don't talk about that."

The station operator is caught. Some of them go to the trouble of picking out spots themselves. Others say, "If I'm going in for this sort of thing, I'm going in strong. Here's our present schedule. Estimate what Change of Time will do to it and pick out the best spots you can find. Pick out the spots that Sam will like, regardless of who's in there now. Make the Amalgamated crowd happy until we send you our ATC schedules, then they can cry their eyes out when they see where they *really* are."

If the advertising manager of Amalgamated heard these conversations, what would he think? What would old Graypate think, the chairman of the board?

Somebody, somewhere, would call it fraud, taking money under false pretenses.

How to Choose

Misrepresentation or at least a breach of faith is bound to occur if a station operator handles requests for ATC availabilities *one at a time*. He must prepare his ATC schedule at a specified time, preferably about two weeks prior to Change of Time, with the entire picture before him *as of that date*. Preference should be granted advertisers in the following order:

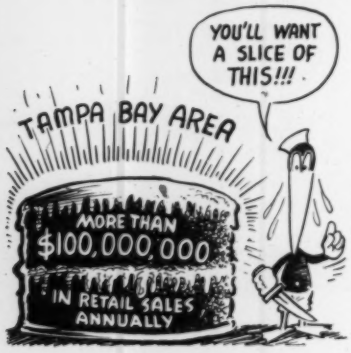
1. Regular advertisers continuing through Change of Time.
2. Advertisers who start prior to Change of Time.
3. Advertisers who file definite contracts beginning with Change of Time, without demanding definite times.
4. Advertisers who promise to issue contracts starting with Change of Time, if satisfactory availabilities are offered.
5. Advertisers who want to start after Change of Time, perhaps within 30 days. (These should be requested to wait until ATC schedules are definitely set and approved by all concerned.)

The safest prescription is to abolish Change of Time. Radio is suffering untold agonies in the clutches of this monstrosity. Millions of dollars in revenue are being lost to broadcasters because Change of Time is deteriorating the quality of broadcast advertising. Time salesmen are being made to sell a deteriorated product, one that does not have year-'round uniformity. This is the worst crime that an industry can commit against its salesmen. I hope that every salesman will join me in a plea to the heads of our industry:

"Don't make me sell a deteriorated product! Abolish Change of Time!"

Last May, at the St. Louis NAB Convention, there was a resounding salvo from the higher-ups: "Roosevelt will proclaim universal Daylight Saving Time!" This spacious umbrella, lifted over our heads then, has collapsed. I am reminded of the men in trouble who

It's
Cake Cutting Time
On Tampa Bay



WTSP Offers You Florida's Leading Population Area

The St. Petersburg-Tampa Metropolitan Area (Pinellas-Hillsboro counties) has a population of 272,000, largest of any metropolitan area in the state.

Plus a DOUBLE BONUS

1. More than 250,000 tourists spend approximately $40,000,000 here every winter.

2. Government agencies in this area—Army, Navy and Coast Guard have a payroll of $4,000,000 and it's constantly going up.

WTSP
The Mutual Station
serving the
Metropolitan St. Petersburg-Tampa Sales Territory
A REGIONAL STATION
St. Petersburg TIMES Affiliate
R. S. STRATTON, Manager
ST. PETERSBURG, FLORIDA

KINY
"The Friendly Voice of the Capital"

"Hey Fellows!"
There is seventy times more commercial travel by plane per capita in Alaska than elsewhere in the world. That means money to spend!

1000 WATTS · 5000 WATTS UNDER CONST.
Juneau·Alaska
JOSEPH HERSHEY McGILLVRA
NATIONAL REPRESENTATIVES

You Can Dominate the Omaha Great Plains Market WITH
WOW
OMAHA, NEBRASKA
On the RED Network
590 KC 5000 WATTS DAY & NIGHT
JOHN J. GILLIN, JR., MGR.
John Blair & Co. Representatives

cry out the name of the Saviour. A favorite retort in these parts is: "Call on somebody nearer to you!" That's what we'd better do. Forget about Universal Daylight Saving Time. It would be only temporary, anyway. Forget about Franklin Delano Roosevelt in our emergency. Call on somebody nearer to us. If you don't think I mean the networks, who's that fellow looking down your throat?

SPONSORS RECORD NEW SPOT SERIES

SEVEN new and two renewal orders for transcriptions have been received recently by NBC Chicago Radio Recording Division, according to Frank E. Chizzini, manager.

New sales orders included a series of quarter-hour discs of *Jack Armstrong*, for General Mills, Minneapolis, through Knox-Reeves, that city; 400 one-minute spot announcements for William Wrigley Jr. Co., Chicago, through Vanderbie & Rubens, that city; 78 five-minute programs for Quaker Oats Co., Chicago (Aunt Jemima), through Sherman K. Ellis, that city, announcements for Shaler Co., Waupun, Wis., through Hal R. Makelim Production, Chicago; five quarter-hour programs for the Loyal Order of Moose, Mooseheart, Ill., through L. W. Ramsey Co., Chicago; announcements for Pinex Co., Fort Wayne, Ind., through Russel M. Seeds, Co., Chicago, and for Burma-Vita Co., Minneapolis (Burma Shave), through Hays McFarland, Chicago.

Renewal orders are three quarter-hour *Songs of a Dreamer* discs for Northwestern Yeast Co., Chicago, through Hays McFarland Co. and a series for Omar Inc., Omaha, through the same agency.

In Iceland for NBC

BJORN BJORNSON, formerly an editorial writer on the *Minneapolis Tribune*, who offered to cover Iceland for NBC prior to American military occupation of the island, has been named the network's correspondent in Reykjavik, capital of Iceland, and will be heard on the NBC-Blue *News of the World* roundup program. Son of a leading Icelandic family in Minneapolis, Bjornson speaks the language in addition to four others. His brother Val is a news commentator on KSTP, St. Paul.

FLETCHER AVE. Savings & Loan Assn. has purchased sponsorship of all Indiana and Purdue home games over WFBM, Indianapolis, with Hal Totten coming over from Chicago to handle play-by-play.

IN BALTIMORE IT'S WFBR

NATIONAL REPRESENTATIVES EDWARD PETRY & CO.

ON THE BASIC MUTUAL NETWORK

ALL KANES were welcome to the first St. Louis performance of "Citizen Kane" by Myron J. Bennett (standing at right beside his photo), on behalf of KWK. The Kanes were admitted free to the movie by Bennett, who served as Orson Welles' personal representative. Bennett conducts the *MJB Shows* on KWK.

Defense May Restrict Latin American Radio, Walter Bomer Asserts

FEAR of serious economic dislocation resulting in the closing down of many newspapers and radio stations in Latin American countries and consequent weakening of the Hemispheric defense effort, was expressed by Walter L. Bomer, vice-president in charge of export, Bristol-Myers Co., New York, in a speech before the Export Advertising Assn. Luncheon in New York last Wednesday, if priorities forced the curtailment or cession of flow of American advertised goods.

He said that on the average 43% of the income of radio stations and newspapers in Latin America comes from United States business. These stations and papers "depend in large part upon the revenue from United States advertisers for their maintenance as successful business institutions, and since the war, they are more than ever dependent on us," Mr. Bomer stated.

"Only from the United States and Canada can they today buy their supplies of printing paper, foundry metal type, broadcasting equipment, replacements parts and other essential supplies. Practically all other sources of these basic needs are closed to them. Here again is illustrated the vital role that United States advertising plays in helping to maintain these friendly media. Only through our advertising can they acquire the dollar exchange necessary to pay for the material required to keep their presses rolling, to keep their airwaves open."

For UP in Moscow

DENNIS McEVOY, 23-year-old linguist, reporter and Far Eastern authority, has been selected as Moscow correspondent for CBS, replacing Novelist Erskine Caldwell. Son of J. P. McEvoy, noted humorist, Dennis is a former member of the United Press Tokio bureau and has served on UP's night cable desk in New York. He speaks seven languages and has done much broadcasting.

GE's FM List

GENERAL ELECTRIC Co., Bridgeport, Conn. on Oct. 13 launches its campaign for FM sets [BROADCASTING, Sept. 8], featuring five-minute transcriptions of *Hazel Scott & the Golden Gate Quartette*, on WBNS WWSW KHJ WDRC WGY WHEC WBRK and WTAG. Discs are played three to five times weekly and contracts are for 13 weeks. Other stations will be added. Maxon Inc., New York, handles the account.

OUT OF THE WOODS
Yankee-Colonial Quick to Tell About Tot

CLAIMING a "first" in presenting the saga of the modern babe in the woods, 5-year-old Pamela Hollingworth, Yankee-Colonial networks last Tuesday morning carried from North Conway, N. H., two on-the-spot nationwide network pickups, covering the rescue of the Lowell, Mass., tot after she had been lost for eight days and nights without food in the wilderness of Mount Chocorua.

At 8:30 a. m. the Yankee-Colonial special event crew at North Conway broadcast a special program from the scene to all affiliated stations, followed at 10:30 a. m. by a pickup for MBS featuring appearances by the child's parents. Fred A. McLaughlin, Yankee-Colonial special events director, conducted the interview with the parents and Pamela's rescuers, Forest Ranger Bill Matson and CCC Leader Larry Ruymaza.

WEEI, CBS station in Boston, also claimed a first with the news of the finding of the child. The broadcast was presented over the New England network of CBS from 9 to 9:15 Tuesday morning by Jay Wesley, special events announcer, and Stuart Novins, who aired the news story from lines set up in North Conway, operation center for news services, newsreels and radio.

In CANADA—It's the 'All-Canada' Stations

Lasso the Western Markets with 'ALL-CANADA' Stations

In the Canadian West, every one of the 'All-Canada' stations has a tight hold on listener preference in the locality it serves—the best of all reasons why you should make sure you choose the 'All-Canada' stations to carry your advertising to the rich markets of Western Canada this year. Ask your advertising agency or All-Canada representative.

THE ALL-CANADA 'WESTERN GROUP'

British Columbia
Trail ..... CJAT
Kelowna ..... CKOV
Vancouver ..... CKWX
Kamloops ..... CFJC

Alberta
Calgary ..... CFAC
Edmonton ..... CJCA
Grande Prairie ..... CFGP
Lethbridge ..... CJOC

Saskatchewan
Moose Jaw ..... CHAB
Prince Albert ..... CKBI
Regina ..... CKCK, CJRM

Manitoba
Winnipeg ..... CJRC

ALL-CANADA

Exclusive Representatives
U.S.A.-WEED and COMPANY
CANADA—All-Canada Radio Facilities Limited

Cities Report Increasing Use of Radio

One in Four Is Found To Use Broadcasts Regularly

INCREASING use of radio in reporting municipal activities to the local citizenry is revealed in a survey by David D. Rowlands, collector and administrative assistant of Downers Grove, Ill., in the magazine *Public Management*.

Mr. Rowlands found that at least one in every four cities of 50,000 population or more has made more or less regular use of radio, among them Austin, Tex., Chicago, Cleveland, Cincinnati, Dayton, Grand Rapids, Los Angeles, Louisville, New Haven, New York, Oakland, Rochester, San Francisco, Springfield, Mass., Toledo and Utica.

Free and Sponsored

For the most part, Mr. Rowlands found in his survey response from 47 cities, the typical program is a series of talks by leading officials, but recently there has been a tendency to dramatize everyday happenings in city departments. A few cities, like Atlanta, Camden, Charleston, Glendale, Cal., Kalamazoo, Norfolk, Portland, Ore. and Racine, Wis., have used radio on special occasions during the year such as for delinquent tax collections, fire prevention week or in explaining proposed bond issues.

"In one-third of the cities," Mr. Rowlands states, "the city's using the radio was first suggested by the local radio stations. Radio stations invariably grant free or 'sustaining' time to cities. Several radio stations in Cleveland made spot announcements about city activities on commercially sponsored programs at no cost to the city. Only a few cities paid for radio time. Asheville paid $35 for each 15-minute broadcast, and Boston paid regular rates for weekly broadcasts in the early evening hours. The *Know Your City* programs of Akron and Knoxville were sponsored by commercial concerns at no expense whatever to the municipality."

Mr. Rowlands' article goes on to describe how radio has been used in various municipalities, and he winds up with this list of "suggestions based on the experience of cities in the use of radio in reporting to the citizens" which he states may be helpful to municipal officials who plan to use the medium:

1. The radio programs should be entertaining as well as educational or informative. Radio listeners want their informative programs to be more than just pedantic harangues. A municipal radio program must be of a high caliber, appeal to the widest group possible, and sustain interest.

2. Certain advantages are to be gained from a series of programs broadcast at regular evening hour over the same station. Various surveys indicate that the best time for getting a potentially large audience is from 8 to 10 p.m.; next best are the two hours immediately preceding this period.

3. The municipal radio program should, if possible, be broadcast over the station which has the largest audience.

Unit Responsibility

4. A single municipal official or employe should be assigned the responsibility for developing the program and making the necessary arrangements for its production. That official may be advised and assisted by a planning committee composed of representatives from various departments which are to be covered in the broadcast, a representative of the radio station, and perhaps one or more interested citizens. This group could help the person in charge to decide on the type of broadcast to be used, and results to be achieved, and the participants to be selected. Assistance also may be obtained from the radio division of a local educational institution and the staff of the local broadcasting station.

5. Speakers or participants in municipal radio programs should be selected on the basis of their qualifications for radio broadcasting rather than on the basis of their positions. It may be desirable, of course, in many instances for city officials to appear on the program because they are well known and because of their knowledge of municipal activities. A good voice and ability to put across the information to the radio audience are just as important as the message that voice is intended to convey.

6. The script to be used should be prepared or edited by trained script writers and should be reviewed by persons trained in radio production and techniques. The contest of the program or the series of programs must be carefully planned before the script is written. The task of preparing the tentative draft might well be assigned to a municipal employe whose work can then be turned over to the person in charge of the program, who, with the help of a trained script writer, will put it into shape for actual use.

Writing of the script involves consideration of the method of presentation which will be the most effective. In this connection, city officials will find very useful the 15 radio dramatizations on municipal government which are available from the United States Office of Education. Information on the technique of script writing is available from the Educational Radio Script Exchange in the U. S. Office of Education and from colleges and universities that offer script writing course.

Need of Rehearsals

7. Considerable revision is frequently necessary to synchronize the program accurately to the "continuity" of the program, which includes the introductory remarks, the talk, skit, or other program which follows, and the final closing announcements. In this connection, one of the principal advantages of prepared script is that the programs can be accurately timed and can be improved as a result of rehearsals.

Representative of the radio station should be consulted for rehearsal plans, especially if the program is to take the form of a drama or roundtable discussion. Quite frequently the radio station aids in the general preparation and production of the program, because a program without continuity lacks balance and may adversely affect the station's prestige. Some radio stations may be willing to make a record of the rehearsal, which would make it possible to criticize constructively the shortcomings that are evident in the preliminary program.

8. Most programs on the air have developed a style of their own. The same person each week introduces the speaker, explains the setting if a drama is scheduled, or conducts the interview—all of which makes for recognition of the program when it comes on the air. Definite listening habits also can be developed by outlining the programs that will appear in a series.

9. In the talk or the interview type of program special consideration must be given to (1) the selection of the material; (2) outlining and writing the speech; (3) delivery techniques. The subject must be capable of logical treatment within the time allotted. Human interest stories, case histories, or humorous episodes should be included. A concise style is desirable, generalization should be avoided, and the use of statistics restricted.

10. The opening paragraph of a talk largely determines whether or not the speech will be an "attention getter." The success attained by Cleveland's programs is attributable, some believe, to the type of story or anecdote which precedes the actual interview.

Other Tips

11. In any roundtable discussion there should be the ability to give and take, maintaining interest by this element of conflict, coupled with the knack of extemporizing quickly under fire. Questions asked on a "question box" program should be comparatively short and specific, not exceeding 25 words. Long and difficult questions are not appreciated by either the studio or home audience, but the latter can rectify matters by a turn of the dial.

12. The people should be informed as to what and when the city is broadcasting. A notation should appear in the radio log of local newspapers on the day of the broadcast. Other means, such as notices in busses, street cars, and schools should be utilized whenever possible.

13. Offers of anything free—contest prizes, safety badges, or pamphlets—get more response or "mail pull" than merely a request that listeners write in suggestions or criticisms.

Wired Approach

NOVEL sales approach was evolved by Ruth Kendall, of KCKN, Kansas City, when Sam Gorman, Kansas City's big radio advertiser, said he was too busy to listen to her explain why he should sponsor temperature reports each hour. The undaunted Miss Kendall then sent telegrams to Mr. Gorman each hour giving the temperature and citing one reason why he should sponsor. Following the eighth wire Mr. Gorman phoned Ruth Kendall that he was sold and the very thorough Miss Kendall slipped out to phone the telegraph company as the contract was being signed so that the last telegram congratulated Mr. Gorman on his buy.

COCA COLA BOTTLING Co., Atlanta, is sponsoring all Georgia Tech football games on WSB, Atlanta, which has assigned Marcus Bartlett and Ernie Harwell to handle the broadcasts.

WISN
MILWAUKEE
5,000 WATTS DAY & NIGHT
COLUMBIA
International Radio Sales — Representatives

Mantle Lamp Discs

MANTLE LAMP Co. of America, Chicago, has placed weekly quarter-hour transcribed programs featuring Smilin' Ed McConnell on KVOO WFAA WSM WNAX WDAY WBT KWTO WMAK KFYR WLBZ XEAW; weekly half-hour of live talent on WLS; quarter-hour on WLS KSTP; early morning thrice-weekly quarter-hour on KMBC; one-minute spot announcements six times a week on WIBW KMA. Agency is Presba, Fellers & Presba, Chicago.

Full-O-Pep Spots

BAKER OATS Co., Chicago (Full-O-Pep poultry feed), on Oct. 6 started the weekly half-hour transcriptions of *Man on the Farm* program, broadcasts live on WLS, Chicago [BROADCASTING, Sept. 1], for an indefinite period on the following stations: WAPI KOA WNAX WIOD WSB WHO WWL WBBC WCCO WDAF KMOX WOR WSLB WSYR WTRY WBT WLW KVOO KDKA WMC WSM WSVC WFAA-WBAP WOAI WSVA WRVA. Agency is Sherman & Marquette, Chicago.

HIZZONER SAYS

Plenty on KSTP Forum, and So Do the Citizens

CITY GOVERNMENT and local issues are analyzed and discussed by Mayor John J. McDonough of St. Paul and leaders in civilian life in a new sponsored weekly half-hour forum of KSTP, St. Paul.

The series, *Mayor McDonough's Forum*, sponsored by Nash Coffee Co., Minneapolis, was placed through Erwin, Wasey & Co. Commercial copy is withheld during the course of the discussions on the broadcasts and confined solely to opening and closing courtesy announcements.

Mayor McDonough and those participating accept no fee for their services, but rather as a matter of public information enlighten Twin City listeners on school affairs, city budget problems, defense industries and civic details.

Randolph Asks CP

REP. JENNINGS RANDOLPH (D-W. Va.), chairman of the House District of Columbia Committee, heads the Allegheny Broadcasting Corp., applicant for a new local 250 watts on 1240 kc. in Elkins, W. Va. Principals, in addition to Rep. Randolph who is president and holder of 1 of the 250 shares of stock issued are Jas. A. Wilverding, of Elkins, treasurer and business manager, 148 shares; T. C. Clark, of Wheeling, secretary, 50 shares; C. S. Hoffman, of Wheeling, 50 shares; E. L. Maxwell, of Elkins, 1 share.

IN ADDITION to his Sunday evening quarter-hour news program for General Foods Corp., New York, William L. Shirer, noted CBS Berlin correspondent now in America, is conducting a Thursday evening quarter-hour program of news analysis on CBS.

FCC's Quickie

LATEST FCC move to speed up its operations is installation of Telautograph equipment in its meeting room, connecting with the license division and the minute clerk's office. According to unofficial explanations, just like that used by train dispatchers, is to be used in getting snappy service on license information and other filed facts for the Commission while it is sitting.

WTIC News Expansion

EXPANSION of the news department of WTIC, Hartford, Conn., was announced last week by the station with the appointment of a news editor and an assistant news editor as well as the addition of AP and INS news wires to augment the station's present Transradio Press service. N. Thomas Eaton, for seven years with Transradio, is the new news editor, with Sidney P. Stewart, also from Transradio, becoming his assistant.

Kelly Joins RAC

JAMES E. KELLY, of Knox Reeves Adv., Minneapolis, who has handled baseball broadcasts for several years, has been appointed to take charge of the Chicago office of Radio Advertising Corp., station representatives, effective Oct. 15. RAC is exclusive national representative of KSAN, San Francisco; KMYR, Denver; WJTN, Jamestown, N. Y.; WCLE, Cleveland; WHKC, Columbus; WTOL, Toledo; KRSC, Seattle; WMBS, Uniontown, Pa.

Dr. Zworykin Honored

DR. VLADIMIR K. ZWORYKIN, associate director of RCA Laboratories, and inventor of the Iconoscope and Kinescope tubes which made electronic television possible, received the Rumford Award from the American Academy of Arts and Sciences at its annual meeting last Wednesday in Boston. The award is presented every two years for any important discovery or useful improvement in the fields of light or heat, made in any part of America.

Guests at Opening

CINCINNATI society figures interested in the arts were guests at a tea given by Mr. and Mrs. L. B. Wilson, owner of WCKY, at the Hotel Gibson in honor of the opening broadcast of the new CBS Helen Hayes series. The guests listened to the program and then were interviewed on their reactions to the show by Rex Davis, WCKY announcer.

ARIZONA'S FIRST STATION
First on the dial
First with listeners
First in results for advertisers
KOY
CBS PHOENIX
550 KC
Mail response means sales response—and KOY pulled over 90,000 letters in 1940!
JOHN BLAIR & COMPANY
AFFILIATE STATION WLS CHICAGO

Marion Kyle

MARION KYLE, 44, head of the Los Angeles agency bearing his name, died in San Francisco Oct. 7 from injuries received in an auto accident several weeks ago. Mr. Kyle for more than a year was an NBC San Francisco account executive, following which he was associated with Lord & Thomas before establishing his own agency three years ago. He was a member of the Lafayette Escadrille during the first World War, receiving the Croix-de-Guerre from the French government.

Dr. Pepper Audition

DR. PEPPER Co., Dallas (beverages), has auditioned a new half-hour variety program for possible network sponsorship. Featuring Dick Foran and Martha Mears, vocalists, with the Texas Rangers, a transcribed version of the proposed show was produced by Hollywood executives of Benton & Bowles, agency servicing the account, and forwarded to company officials for consideration.

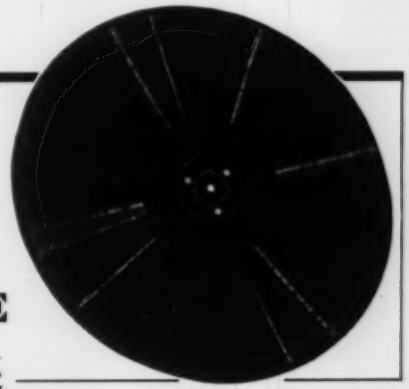
Philip Morris Change

UNA MERKEL will star in a weekly skit, *Nancy Bacon Reporting*, which Nov. 4 becomes part of the *Johnnie Presents* show, sponsored by Philip Morris, Tuesday, 8-8:30 p. m. on NBC-Red. The skit, revolving about the adventures of a newspaper woman, replaces the dramatizations of well-known short stories, now part of the show. The Biow Co., New York, handles the account.

It's as easy as this!

At New York's Grand Central Terminal just toss your bag to a porter and say "Hotel Roosevelt" . . . He'll escort you through our private passageway, direct to the Roosevelt lobby . . . Time-saving convenience and complete comfort . . . Satisfying meals . . . Attractive rooms with tub and shower, from $4.50.

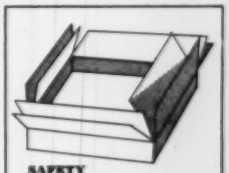
HOTEL ROOSEVELT
BERNAM G. HINES, *Managing Director*
MADISON AVENUE AT 45th ST., NEW YORK



back to normalcy with this sensational new . . .
4 HOLE GLASS BASE
audiodisc

LOOK at these EXCLUSIVE FEATURES!
SERIES 6000 — RED LABEL AUDIODISCS

- Thin, flexible glass base, with center hole and *three* drive-pin holes in new type fiber insert.
- Conventional overall thickness; cutting head adjustments and use of special turntable pads eliminated.
- New strength, the coating being a high percentage of total thickness. Perfect coating-to-glass bond.
- Amazing durability through scientifically correct strength-to-weight ratio.
- Less static charge in cutting.
- Flawless surface, lower surface noise, longer playback life, no deterioration.
- Coating formula and process now acclaimed the industry's outstanding best.
- Safe delivery. All Audiodiscs are shipped in specially designed reusable wood packing cases, approved by the transportation companies.



SAFETY PACKAGE . . .
Specially designed and equipped safety cartons now available to you *at cost* for reshipping 1 to 3 glass base Audiodiscs.

CALL YOUR JOBBER, OR WIRE US TODAY
AUDIO DEVICES INCORPORATED 1600 BROADWAY NEW YORK CITY

ASCAP

(*Continued from page 9*)

posal of the 2¾% deduction, with the reservation (1) that it be limited to a month-to-month or 30-day basis only for the balance of Fort Industry's network affiliation contracts and (2) complete acceptance by all network affiliates. On the latter score, Mr. Storer said he felt it would be manifestly unfair for a single dissenter or group of holdouts to enjoy immunity from this payment when the majority of loyal affiliates are willing to pay.

Mr. Storer had advised NBC he felt definitely that a meeting of individual network affiliates should be called at once, together with the representatives from each network and ASCAP, to express their respective positions. He pointed out that IRNA had endorsed the proposed network-ASCAP contract "without taking a referendum among its own members" and that therefore he regarded the affiliate-network meeting, including both members and non-members of IRNA, as necessary even at this late date.

He said also it seemed to him that this is a matter to be settled by all network affiliates assembled together "to prevent the application of pressure upon individual affiliates by networks".

G. Richard Shafto, general manager of WIS, Columbia, S. C., on Oct. 8 advised William S. Hedges, NBC vice-president, that his station could not execute the refund agreement for several reasons. He said that while he found no disagreement in principle with NBC's request, he felt the unsatisfactory state of the local station license forms would make it "untimely and unwise" to aid in the return of ASCAP music to network programs".

BRINGING HOME THE FISH are these members of the staff of WAAT, Jersey City. The combined catch amounted to 700 pounds and was made in the Atlantic off Brielle, N. J., from the launch of Harold Paynton, rod and real editor of the *Jersey Observer*. In front of the haul (l to r) are Henry Dabrowski, transmitter engineer; Lester Giroux, transmitter engineer; Frank V. Bremer, technical director; Jay Stanle, musical director, and Eugene Sywak, recording engineer. In the party, but not shown, was Anthony Castellani, chief engineer.

Viewed As Premature

Enumerating his objections, Mr. Shafto said the decision of the networks to take ASCAP licenses on a blanket basis has apparently resulted in a local station per-program contract that leaves much to be desired. Only through further negotiations with ASCAP by parties primarily interested in per-program licensing can the terms of the per-program agreement be made equitable, he commented.

Premature return of ASCAP music to the network will work "to the disadvantage of stations endeavoring in good faith to negotiate a reasonable per-program concontract", Mr. Shafto held. In the absence of a generally acceptable per-program license, the premature return of ASCAP music is "unfair to the non-network advertiser".

Calling the per-program license agreement "impractical and inequitable", Mr. Shafto said that no manner of use of ASCAP music could possibly be obtained to the advantage of the broadcast user under the per-program contract in comparison with the blanket contract.

He observed he was inclined to the use of ASCAP music with a blanket sustaining fee and a per-program commercial license. He said he was communicating with ASCAP regarding other phases of the operation not contemplated in any form of the existing license agreement, such as the feeding of local programs to WOLS, Florence, S. C., a WIS bonus station.

"As soon as we can negotiate a per-program license free from the unnecessary and onerous requirements of the existing draft, we shall be pleased to reimburse NBC for ASCAP license fees to the extent which you have requested", Mr. Shafto concluded.

5000 WATTS
at a new
LOW RATE
The Greatest Buy in HARTFORD
JACK LACEY'S
Music Kitchen
10:15 to 12 noon
JACK LACEY'S
Streamlined Matinee
1:30 to 3:30 P.M.
5-10 MINUTE PERIODS WEEKLY
$90
Subject to regular frequency discounts.
WNBC
General Offices
54 Pratt St., Hartford, Conn.
NATIONAL REPRESENTATIVES
HEADLEY REED COMPANY
NEW YORK CHICAGO ATLANTA DETROIT

Lafount Protests Disc Ambiguities

Says ASCAP Pact Must Be Clarified to Suit NIB

NATIONAL Independent Broadcasters is opposing acceptance of the network ASCAP contracts until they have been clarified, according to NIB President Harold A. Lafount, who stated the license agreements as they now stand are ambiguous in many respects.

As a single example of the need for amplification, he cited the subject of clearance at the source for transcriptions, which is not mentioned in the various station license forms but is covered by a letter from John G. Paine, ASCAP general manager, to Neville Miller, stating:

> ASCAP will not decline upon request of any manufacturer of transcriptions, or any advertising agency on whose behalf the transcriptions are made, to issue its license covering public performance of specified commercially sponsored programs by all stations enumerated by the license upon "a clearance at the source" basis, under a formula providng that payment be made at the rate of 8% of the amount paid for the time, or 2% where only secondary use is made.

Many Inquiries

Mr. Lafount said he had received numerous inquiries from broadcasters pointing out that since the networks are asking their affiliates to rebate their share of the ASCAP network fees it may be expected that the transcription companies will do the same asking if stations which have taken blanket commercial licenses from ASCAP will be asked to pay 8% of their income from those cleared-at-the-source transcriptions in addition to the 2¼% blanket fee, making a total payment of 10¼% for the business.

The result would be to make the cost of accepting such business prohibitive for the stations, Mr. Lafount declared.

If such a double charge is not intended, the NIB insists that the contracts shall clearly specify that the clearance-at-the-source principle will be applied only to stations which have not taken out ASCAP blanket commercial license, Mr. Lafount stated. This is only one of a dozen or more such ambiguities he added.

BMI last week pointed out that requirement of the Government consent decrees accepted by both BMI and ASCAP that clearance at-the-source be offered for transcriptions and that BMI has already established such provisions applicable to all such discs recorded since Sept. 1, 1941.

Both NBC and CBS last week reported that favorable responses from stations were coming in satisfactorily, although the number received to date was not specified.

CHANGES IN STAFF EFFECTED BY WFIL

ROGER W. CLIPP, vice-president and general manager of WFIL, announced important changes in the personnel of the station. Edward C. Obrist comes in on Oct. 15 to become the new program director, succeeding James Allan. Mr. Obrist is now with Ralph H. Jones Co., Cincinnati, and previously had been with WSYR, Syracuse, for two years and seven years with WBEN, Buffalo, as producer and writer. He joined the agency in 1937.

To broaden the activities of the WFIL press department, Mr. Allan has been promoted to the position of director of public relations. In addition to publicity, he will handle special events and public service features. He had served as program director of WFIL for the past two years, coming from a similar post at WIP, Philadelphia.

William B. Caskey, now director of sales promotion, will step into the newly-created position post of business manager of the station. In addition to his executive duties in his new job, he will continue to supervise sales promotion. Prior to joining WFIL, Mr. Caskey was an executive with N. W. Ayer & Son.

The re-alignment, according to Mr. Clipp, is in anticipation of increased activities of the station, especially in public service features and special events.

Dominant
IN THE 7th RETAIL MARKET
KSTP
MINNEAPOLIS • SAINT PAUL
133,500 WATTS
NBC BASIC RED NETWORK
50,000 Watts

ASCAP Appeals Decision of Court

Asks Reversal of Ruling to Retain BMI as Plaintiff

ASCAP has filed an appeal with the Appellate Division of the New York Supreme Court from the ruling of Supreme Court Justice Aaron Steuer denying ASCAP's motion to have BMI eliminated as a plaintiff in the Marks-BMI suit against ASCAP to determine whether the publisher or the composer of a musical number holds the performing rights [BROADCASTING, Sept. 29].

ASCAP has also asked that it not be required to file an answer to the suit until its appeal has been heard and decided, a move which provoked charges of stalling from BMI executives, who claim that ASCAP, fearing the results of the suit on the morale of its membership, is attempting to prevent it from coming to trial until contracts with NBC and CBS have gone into effect.

BMI has added five new stations to its list of subscribers: WWPG, Fort Worth, Fla.; WGDM, Stockton, Cal.; KPFA, Helena; KRIC, Beaumont, Texas, bringing its total to 722 stations, 66 of which have joined BMI since negotiations between ASCAP and the networks got under way, BMI reports.

Songwriters Suit Active

Further action is indicated momentarily in the suit for $1,217,500 damages filed last April in New York Supreme Court by 14 songwriters against the NAB, NBC, CBS and BMI, the plaintiffs to seek examinations under oath of all executives involved before the trial. The two networks, Sydney Kaye, BMI executive vice-president, and other officers and directors of the companies have already been served, and last week papers were being served on other of the defendants, notably BMI.

The group of songwriters, including 13 ASCAP members and one nonmember, charged in the suit that the defendants conspired unlawfully to acquire control of the songwriting business at the time of the ASCAP-BMI disagreement, forcing NBC and CBS affiliated stations to buy BMI stock and play BMI music, and issuing "false and misleading statements" about ASCAP. Three months later, Paru & Winter, counsel for the group, filed a brief with the Senate Interstate Commerce Committee requesting "an investigation of the so-called radio music war and all related matters."

FIRST FM CLUB in Pennsylvania was organized by W47P, affiliated with WWSW, Pittsburgh. Listeners are admitted if they inform the station of the time and content of an FM program. The reverse side of this two-color membership card, drawn by Cy Hungerford of the *Pittsburgh Post-Gazette*, contains signatures and membership data.

FOOTBALL GAME COOPERATION

Stations and Schools Make Tieup With Army in Paying Tributes to Alumni in Service

RADIO BRANCH, Public Relations Bureau of the War Department, is contacting sponsors of football broadcasts, radio stations and schools throughout the country suggesting a tribute to alumni who have entered the Army since graduation.

Edward M. Kirby, chief of the radio branch, has written over 100 schools throughout the country urging that one football game on the school's schedule be dedicated to the soldier-alumni and that appropriate ceremonies be held at half-time which would be broadcast direct from the field. Seven schools and nine stations have already set games while 24 schools have promised to participate, although the particular game has not been decided upon.

T. F. Stone, who is the War Department contact on arrangements, expects many more schools will participate before the season is over. Elmer Layden, commissioner of the National Football League, has sent copies of Mr. Kirby's letter to the owners of the 10 professional teams in that league as well as to the presidents of the American Football Assn. and the Dixie League.

The games and stations already set are:

Oct. 11—Kentucky vs. Vanderbilt, WHAS, WLAP.

Oct. 18—Rutgers vs. Ft. Monmouth; Kansas State vs. Oklahoma U, WNAD, KFH, KMBC; Delaware U vs. Dickinson, WDEL.

Oct. 23—South Carolina vs. Clemson, WCOS.

Nov. 1—Marquette vs. Mississippi, WISN; Arizona U vs. Texas Mines, KTUC.

General Mills Cereal

GENERAL MILLS, Minneapolis, is marketing a new ready-to-eat cereal, Cherrie-Oats. Through the agency, Hackett-Sample-Hummert, Chicago, tests have been made with quarter-hour transcribed children's daytime serial, *Treasure Island* in a few selected markets. Although no plans have been revealed, it is understood further radio will be used.

Radio Executive Club Opens New York Season

HOLDING its first luncheon of the 1941-42 season, some 85 members of the Radio Executive Club of New York met Oct. 8 and voted annual dues of $3 for all New Yorkers while out of town stations wishing associate memberships will pay $1.50.

Johnny Hymes, Lord & Thomas, president of the club, announced luncheons would be held every Wednesday throughout the year at Stouffers Restaurant, 45th & Fifth. Guest speakers from all branches of business will appear. Visiting station executives were John Runyon, KRLD; Ben Ludy, WIBW; Ken McAllister and Alex MacDonald, WGY; Harold Cassill, WGNY; Mrs. S. B. Berk, WAKR.

Concerts for Sale

NBC-BLUE is offering advertisers a package deal for the NBC Symphony concerts at $300,000 for the 24-week period starting Nov. 4 when Leopold Stokowski becomes guest conductor. That price is fixed minimum, and the deal is not subject to any discounts to advertisers sponsoring other NBC-Blue programs. It is also exclusive of the cost of the announcer and commentator. The concerts started Oct. 7 with Samuel Chotzinoff as commentator, and will be heard through the season Tuesdays, 9:30-10:30 p.m. on about 100 Blue stations.

WHBF
AFFILIATE OF ROCK ISLAND, ILLINOIS ARMS
Basic Mutual Network Outlet
THE 5000 WATT
Voice of the Tri-Cities
ROCK ISLAND • DAVENPORT • MOLINE

ACTIONS OF THE
FEDERAL COMMUNICATIONS COMMISSION

OCTOBER 4 TO OCTOBER 10 INCLUSIVE

Decisions . . .

OCTOBER 4

MISCELLANEOUS—**WBRY, Waterbury, Conn.**, granted motion amend applic. CP 1590 kc.; **WAAF, Chicago**, hearing continued to 11-17-41; **NEW, Wilkes-Barre, Pa.**, continued hearing motion granted; **NEW, Midstate Radio Corp., Utica, N. Y.**, granted continuance Oct 6 hearing for 60 days; **KIDW, Lamar, Col.**, denied petition dismiss hearing date of Oct. 8.

OCTOBER 7

WNAX, Yankton, S. D.—Granted CP increase 5 kw directional N.

WJOB, Hammond, Ind.—Granted consent voluntary assignment license to O. E. Richardson, Fred L. Adair and Robert C. Adair.

WFEA, Manchester, N. H.—Granted consent transfer control for estate of Henry P. Rines, deceased, to Adeline B. Rines.

WMFD, Wilmington, N. C.—Granted modification license to 250 w unl.

WBTM, Danville, Va.—Granted CP increase 250 w N. Move transmitter.

KNET, Palestine, Tex.—Granted consent voluntary assignment license to Palestine Broadcasting Corp.

DESIGNATED FOR HEARING—**NEW, Forward Wheeling Radio Corp., Wheeling, W Va.**, CP new station 1450 kc 100 w unl.

OCTOBER 8

NEW, Roy St. Lewis, Norfolk, Va.—Denied in default CP new station.

WTMC, Ocala; and WDLP, Panama City, Fla.—Extended date for filing proposed findings of fact and conclusion re revocation proceedings to 10-25-41 and filing briefs to 11-10-41.

MISCELLANEOUS—**WGAN, Portland, Me.**, dismissed petition to intervene in application WBRY; **WHAS, Louisville**, withdrew petition amend application to 750 kw; **NEW, Hennessy Broadcasting Co., Butte, Mont.**, granted petition to ake depositions re new station hearing; **NEW, Homer Rodeheaver, Winona Lake, Ind.**, granted petition amend application 1250 kc 1 kw remove from hearing docket; **WGST, Atlanta, Ga.**, denied petition for hearing re WGST license renewal; **WMBR, Jacksonville, Fla.**, granted motion amend application 1460 kc 5 kw remove from hearing docket; **KALB, Alexandria, La.**, continue hearing 60 days; **KGLU, Safford, Ariz.**, granted petition continue hearing to 11-14-41.

Applications . . .

OCTOBER 6

WORL, Boston—Modification license decrease 500 w auxiliary transmitter.

WTIC, Hartford, Conn.—Transfer control from The Travelers Indemnity Co. to The Travelers Insurance Co. thru transfer 95 shares common stock.

NEW, WKAL Inc., Kalamazoo, Mich.—Amend applic. CP new station 1230 kc 250 w facilities of WGRB.

NEW, Allegheny Broadcasting Corp., Elkins, W. Va.—CP new station 1240 kc 250 w unl.

NEW, Raymond C. Hammett, Talladega, Ala.—Amend applic. CP new station to 1230 kc 250 w.

WJNO, West Palm Beach, Fla.—Transfer control from Laura O'Brien, executrix of J. J. O'Brien, deceased, to Louis Marshall Heminway and John Hylan Heminway through transfer 67 1/3 shares stock.

KIDW, Lamar, Col.—Involuntary assignment license C. R. Anderson.

OCTOBER 8

WFBR, Baltimore—CP increase 10 kw install new transmitter directional changes.

NEW, McKeesport Broadcasting Co., McKeesport, Pa.—Amend applic. CP new station to 1 kw.

WKBN, Youngstown, O.—Transfer control 430 shares common stock from W. P. Williamson to W. P. Williamson Jr.

WHBC, Canton, O.—CP equipment changes install directional increase 1 kw change 1480 kc contingent on WGAR shift.

WSBT, South Bend, Ind.—CP increase 1 kw equipment changes.

KBPS, Portland, Ore.—Amend CP increase 250 watts to share time with KXL.

OCTOBER 9

WRCA, WNBI, Bound Brook, N. J.—Modification license requesting additional frequencies amended to operate 50 kw to 100 kw on 9670 kc.

NEW, Percy C. Klein, Alexandria, Va.—CP new station 740 kc 1 kw D.

NEW, Nashville Radio Corp., Nashville—Amend CP new station 1450 kc 250 w.

WIBC, Indianapolis, Ind.—CP increase 5 kw N 10 kw D equipment changes.

Tentative Calendar . . .

NEW, Scripps-Howard Radio Inc., Houston, CP new station 1230 kc 250 w unl.; **NEW, Texas Star Broadcasting Co., Houston**, same; **NEW, Greater Houston Broadcasting Co. Inc., Houston**, same (consolidated hearing, Oct. 13).

KGLU, Safford, Ariz., license renewal (Nov. 14).

WJNO Transfer

CARRYING out the terms of the will of Jay J. O'Brien, New York sportsman and broker, who owned 66 2/3% of WJNO, West Palm Beach, Fla., his widow, Laura O'Brien, has applied to the FCC to transfer the WJNO holdings from the O'Brien estate to her two sons, the stepsons of Mr. O'Brien. Assignees are Louis Marshall Hemingway, employe of Standard Brands Co., and John Hylan Hemingway, who is connected with Riter & Co., Wall Street firm. Deal is a transfer involving no money. Mr. O'Brien died in April, 1940. The remaining 33 1/3% of WJNO is held by John R. Beacham, West Palm Beach attorney.

To Fete Gen. Mauborgne

VETERAN WIRELESS Operators Assn. and the American Signal Corps Assn. will serve as co-sponsors of a testimonial dinner to Maj. Gen. Joseph O. Mauborgne, who retired Sept. 30 as chief signal officer of the Army. Dinner will be held Oct. 25 at the Offices Club on Governor's Island, New York.

PRAISE FOR LEAR
General Gets Orchid From KTBS, Shreveport

LIEUT. GEN. BEN LEAR, commander of the Red Army (Second) which protected Shreveport during the recent maneuvers, was awarded the 287th orchid presented by the weekly *Orchids to You* program, heard over KTBS. Gen. Lear was cited in the script as being a leader whose personal attributes of courtesy, zealousness, and high morals were exemplified in his men.

Both KTBS and KWKH were in the thick of things as their city was threatened by the attacking Third or Blue Army led by Lt. Gen. Walter Krueger. Soldiers moved in, slept in the studios, patrolled the foyers, fired anti-aircraft guns from the roof, and discarded their rifles to battle Third Army attackers with their fists as the latter attempted to capture the stations by entering through a fire escape.

Although the attackers entered the city and the battle raged furiously around the KTBS and KWKH studios, they were never captured. A company led by Capt. Barney Oldfield of KELD, El Dorado, Ark. fame [BROADCASTING, Sept. 22] protected the station and broadcast uninterruptedly during the battle.

JEAN PATRICK, woman commentator who during the New York World's Fair conducted interview programs from the Fair studios of WWRL, New York, has been awarded the "de Merite Lebanese"—a diploma award and silver medal from the president and secretary of state of the State of Lebanon, Asia.

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". . . and if you need new furniture folks, hurry right over to the Quality Furniture Company . . ."

WIP's FM Slogan

FIRST COMMERCIAL FM contract in Philadelphia was signed Oct. 8 by Benedict Gimbel Jr., president of WIP, for FM station W49PH, and the Harry M. Dayman Adv. Agency, Philadelphia, for Adams Clothes stores of Philadelphia, Chester, Pa., Allentown, Pa., Wilmington, Del., and Trenton, N. J. WIP is constructing its FM transmitter and antenna atop the Gimbel Bldg., housing the station, and expects to start operation around the first of the year.

WILLIAM L. KLEIN, owner of United Broadcasting Co., Chicago transcription and production firm, has applied for a local station in Oak Park, Ill., suburb of Chicago. Requested is 250-watt fulltime operation on 1490 kc.

Statement of The Ownership, Management, Circulation, etc., Required by the Acts of Congress of August 24, 1912, and March 3, 1933

Of BROADCASTING Combined With BROADCAST ADVERTISING, published weekly at Washington, D. C., for October 6, 1941.

District of Columbia—ss.

Before me, a notary public in and for the District aforesaid, personally appeared Norman R. Goldman, who having been duly sworn according to law, deposes and says that he is the business manager of BROADCASTING Combined With BROADCAST ADVERTISING, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, as amended by the Act of March 3 1933, embodied in section 537, Postal Laws and Regulations:

1. That the names and addresses of the publisher, editor, managing editor, and business manager are:

Publisher — MARTIN CODEL, Washington, D. C.
Editor — SOL TAISHOFF, Washington, D. C.
Managing Editor — J. FRANK BEATTY, Silver Spring, Md.
Business Manager—NORMAN R. GOLDMAN, Washington, D. C.

2. That the owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding 1 per cent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a firm, company, or other unincorporated concern, its name and address, as well as those of each individual member, must be given.)

Broadcasting Publications, Inc., Washington, D. C.; Martin Codel, Washington, D. C.; Sol Taishoff, Washington, D. C.; Ella April Codel, Washington, D. C.; Betty Tash Taishoff, Washington, D. C.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages or other securities are: (If there are none so state.) None.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

NORMAN R. GOLDMAN.

Sworn to and subscribed before me this 2nd day of October, 1941.

NATHAN SINSON
Notary Public.

(Seal)

(My commission expires November 1, 1943.)

Opening of KPRO Slated for Oct. 24

Riverside Station Is Delayed By Defense Priorities

DIFFICULTY in obtaining equipment due to national defense priorities has postponed until Oct. 24 the starting date of the new KPRO, Riverside, Cal., originally scheduled to go on the air last Friday, according to W. L. Gleeson, general manager and chief owner in the new enterprise.

KPRO was authorized by the FCC last May with issuance of a construction permit to Broadcasting Corp. of America for a 1,000-watt fulltime outlet on 1440 kc. Principals in addition to Mr. Gleeson, who is owner of the Progressive Optical Co. and associated with the Miller Adv. Agency, Oakland, as well as 54% stockholder in KPRO, are E. W. Laisne, with the same optical firm, 20%; John H. Tolan Jr., secretary to his father, Congressman Tolan, 20%; John B. Smith, attorney, 2%; Loyal C. Davis, attorney 2%; Phil Davies, 2%.

Equipment Ordered

Transmitter and input equipment for KPRO have been purchased from the Collins Mfg. Co. and microphones, turntables and recording equipment from RCA Mfg. Co. Antenna is a 366-foot Truscon self supporting tower located 1½ miles north of downtown Riverside.

Mr. Gleeson who will also be commercial manager, announced Harry D. Black, sportswriter of the *Riverside Press* and *Enterprice* and formerly a publicity man, has been named assistant commercial manager. Other recent staff appointments include Howard Ray, formerly of KTSM, KOB, and WJAY and national radio manager of the Townsend Plan in 1936, to be in the San Bernardino commercial department of KPRO; Hap Polite, former newspaper reporter, commercial department; Dick Gifford, formerly of several midwestern and western stations, commercial department; Barton Bachman, formerly a teacher of music and concert star, program director; Paul L. Fisher, formerly research expert of the Dept. of Agriculture, farm editor; Grant Holcomb, 1940 graduate of the U of California, news and sports announcer;; Robert McGaughey, formerly of KYCA, KOY and KPHO, announcer-technician; Norman Dewes, formerly chief engineer of KYCA, Prescott, Ariz., chief engineer; Jayne Stout, office manager; Betty Peterson, receptionist.

Doughnut Scores

AN ENTERPRISING New York doughnut shop devised a unique stunt for announcing World Series scores to the public during the last series. With one ear glued to an account of the game on WOR, New York, a white-capped baker sat in a Times Square front window keeping a box score using doughnuts for numerals.

Velvet Planning

LIGGETT & MYERS TOBACCO Co., New York (Velvet smoking tobacco), will sponsor a new variety show of song and comedy, titled *Hank Keene & His Radio Gang*. No plans have yet been set for a starting date, nor is the agency, Newell-Emmett, New York, certain whether it will be a network show or go to local stations via transcription. Details are being worked out, and will be announced in a week or two, the agency indicated.

Ziv N. Y. Office

FREDERIC W. ZIV, Cincinnati production company, opens New York offices about Oct. 20 with John L. Sinn, vice-president, in charge. Mr. Sinn will serve as eastern sales manager and will also supervise casting and production of *Korn Kobblers* and *Across the Wilderness*, respectively, comedy and dramatic series of quarter-hour transcriptions recorded by World Broadcasting System.

Co-Op Campaign

LONG ISLAND VEGETABLE Institute, Riverhead, Long Island (cooperative), last Wednesday began a two-week campaign with probable extensions promoting the season's fresh vegetables on WOR WQXR WBZ-WBZA WCAE WFBR and WFIL. Agency is Paris & Peart, New York.

Agash Extends

AGASH REFINING Corp., New York, which has been sponsoring the transcribed weekly quarter-hour program *America's Famous Fathers* for its edible oils on WBZ-WBZA, Boston, and WFMJ, Youngstown, for the past five weeks, on Oct. 10 started the program on WOR, New York, for its French dressing. Permanent M. C. of the show is Howard Lindsay, star of the Broadway play, "Life With Father," who introduces well-known fathers. Listeners sending in the best recipes for salad dressing each week receive tickets to the Lindsay play. Newly-appointed agency is Blaine-Thompson Co., New York.

Scott's Campaign

RITCHIE & JANVIER, Bloomfield, N. J., is conducting a campaign of spot announcements five to six days weekly for Scott's Emulsion cod liver oil tonic in four markets, Houston, Kansas City, Atlanta and New Orleans. Agency is Atherton & Currier, New York.

THE CURRENT best-seller written by William L. Shirer, *Berlin Diary*, former CBS Berlin correspondent, started Oct. 13 in 62 newspapers in the United States and Canada in 24 instalments as a United Feature Syndicate feature.

Colgate Director

JOHN K. COLGATE, secretary-treasurer and a director of Van Strum & Towne, investment counsel, has been elected a member of the board of Colgate-Palmolive-Peet Co., Jersey City. Mr. Colgate is a son of Russell Colgate, who until his death July 31, 1941, was a director of the comany.

McAvity Catalog

THOMAS A. McAVITY, who resigned as vice-president and radio director of Lord & Thomas, New York, last July 18 [BROADCASTING, July 28], is now doing free lance production, and is building a catalog of productions to be submitted to agencies on a package basis.

FM Vocalist Contest

A STATEWIDE contest for young men and women singers, 18 to 25, will be started Dec. 5 by W55M, Milwaukee Journal-WTMJ FM outlet. Winners will receive $50 cash prizes and paid solo appearance with Wisconsin Symphony Orchestra.

THE early morning devotional *Sacred Heart Program*, originating at WEW, St. Louis, under the supervision of Father Eugene P. Murphy S.J., is being transcribed by Technisonic Recording Labs., St. Louis, and made available to stations throughout the country.

Why is WMBD Specified for NETWORK PROGRAMS? (FROM CBS BASIC SUPPLEMENTARY GROUP) ...for Example

THE HEART OF ILLINOIS

by CALIF. FRUIT GROWERS EXCHANGE

In November, 1939, the CALIFORNIA FRUIT GROWERS EXCHANGE specified WMBD as a VITAL, ADDITIONAL outlet for their program, "Hedda Hopper's Hollywood", advertising SUNKIST ORANGES and LEMONS. This program is still running on WMBD. *Significant* — when *only* WMBD and one other station were specified outside the Basic Network group.

Here's Why . . .

WMBD has established GOOD WILL with the family budget-keepers—has become a three-to-one women's favorite over other competitive stations heard in the busy industrial and thriving agricultural population of "Peoria*area*". This good will has been created by personalities and programs which appeal strongly to housewives. Add these helpful, local women's programs to popular network features and you'll understand why WMBD is listened to by so many housewives.

FREE & PETERS, INC. Exclusive National Representatives

5000 WATTS DAY 1000 WATTS NIGHT

TEST SPOT OF THE NATION

MEMBER CBS NETWORK

WMBD PEORIA, ILLINOIS

FAIRCHILD PORTABLE RECORDER

• Hundreds of Fairchild F-26 Portable Recorders are doing double duty as portables and studio recorders. Sturdy ruggedness is built into the Fairchild F-26, brilliant tone-perfection is there, too. Fairchild are leading suppliers of precision built equipment to radio broadcast stations. Write for descriptive literature.

"...it had to satisfy Fairchild first"

FAIRCHILD Sound Equipment Division AVIATION CORPORATION 88-06 Van Wyck Boulevard, Jamaica, L. I., N. Y.

Showmanship THAT WINS Intermountain Audiences

KDYL

The POPULAR Station

NBC RED NETWORK

National Representatives JOHN BLAIR & CO

Levine to Manage Artists for NBC

All Deals Off, Says Trammell In Making Appointments

STATING that "current negotiations for the sale of NBC's talent divisions have ceased," Niles Trammell, NBC president, last week announced appointment of Marks Levine as managing director of NBC's Concert Division and O. O. Bottoroff and D. L. Cornetet as president and vice-president respectively of Civic Concert Service, Inc., a wholly owned subsidiary of NBC.

Daniel S. Tuthill, who for some months has been negotiating with NBC for the acquisition of the talent divisions, with the deal supposedly near culmination, will continue as an executive in the network's program and talent sales department, the announcement stated.

Praised by Trammell

Mr. Levine has been associated with the Concert Division for more than 12 years in various key positions, and in a letter to the artists under NBC's management Mr. Trammell stated that much of the success of NBC in the artist management field was directly attributable to Mr. Levine's untiring efforts. Among the many name artists in the concert field handled by NBC are, Kirsten Flagstad, Gladys Swarthout, Fritz Kreisler, Sergei Rachmaninoff, John Charles Thomas, Ezio Pinza, Giovanni Martinelli, Jarmila Novotna and Efrem Zimbalist.

Civic Concert Service, sponsoring Civic Music Assns. in several hundred leading cities throughout the country, has brought to those cities concert stars such as those listed above and also the major American symphony orchestras under Koussevitsky, Rodzinski, Ormandy, Goosens and other leading conductors. One of the organizers of the Civic Music plan 21 years ago, Mr. Bottorff subsequently became vice-president and general manager, position he held until his new appointment as president of the service. Before joining this organization he had been director of audience promotion for the Chicago Opera Co.

In their new capacities Levine and Bottorff are taking over positions formerly filled by George Engles, who recently resigned as NBC vice-president, managing director of the NBC Concert Service and president of Civic Concert Service [BROADCASTING, Sept. 15], reportedly to set up his own talent bureau, although he has made no announcement of future plans as yet.

Mr. Cornetet has been with Civic Concert Service for 10 years, most recently as assistant manager in charge of the western division, with headquarters in Chicago. He will continue to operate from Chicago as vice-president.

S. Hurok, independent booking agent for many top ranking artists, will continue his affiliation with NBC's Concert Division, through which his artists are booked for apearances outside of New York, it was stated.

Drawn for BROADCASTING by Sid Hix

"Quick, Tony, Round Up the Quartette—I've Got the Manager of WOOF in the Chair!"

NBC RELAXES RULE FOR TIME SERIES

TO COOPERATE with Time Inc. and Young & Rubicam in making the *March of Time*, which returned to the air last week as a half-hour Thursday evening Blue Network program, as effective as possible, NBC has relaxed its rules against dramatizations of war scenes and impersonations of world figures.

Series will also on occasion utilize recordings of speeches and of songs and music necessary for authentic radio presentation of current events, although recordings are usually forbidden from the networks except as sound effects.

Everything possible to make these new *March of Time* broadcasts realistic and impressive will be done, according to NBC, where it was explained that when the sponsor is a publishing company with full realization of its responsibility to the public it is entitled to special consideration in instances where application of the customary network rules would adversely affect the program. Each such case will be considered as it arises on its own merits, it was stated, with decisions being made as necessary from week to week.

Stera-Kleen to Expand

STERA-KLEEN Co., Jersey City (false teeth cleanser), recently started participations on *920 Club*, Monday through Saturday, 3-3:15 p. m. on WORL, Boston. Company last week finished test participations on *Yankee Network News*, Tuesday and Thursday 7-7:15 a. m. Extension to other markets is contemplated in the near future. Redfield-Johnstone, New York, handles the account.

New Yeast Series

IRONIZED YEAST Co., Atlanta, on Oct. 13 starts sponsorship of *The Helping Hand* on four CBS stations (WBBM WABC WJR WFBM) Monday through Friday, 3:15-3:30 p.m. Featuring John J. Anthony, conductor of the *Good Will Hour* Sunday, 10-11 p.m. on 52 NBC-Blue stations for the same sponsor who continues on that capacity, the new show will present dramatizations of true-to-life problems. Dan Hancock will be the announcer, Ruth Borden, the writer and Elsie Thompson, organist, will play the incidental music. On Oct. 27 the program will shift to 3-3:15 p.m. Ruthrauff & Ryan, New York, handles the account.

Mutual Theatre in N. Y.

OPENING of "Mutual Theatre" for the first broadcast of the new Coca Cola broadcast on Nov. 3 [BROADCASTING, Sept. 29] was assured last Wednesday when MBS signed a long-term lease on the former Maxine Elliot Theatre, 109 West 39th St., New York. "Mutual Theatre" seats 963 and will be redecorated at an estimated cost of $50,000. Broadcasts of all types will originate there, though MBS stated that Coca-Cola holds preferred position. All the six-a-week Coca-Cola shows during the first four weeks of their run will come from the new theatre, and it is estimated that 60% of the entire series will originate there.

Naval Reserve Discs

PUBLIC Relations Office of the First Naval District has released to New England radio stations the first in a series of transcribed programs on the duties of the Inshore Patrol and Class M-2, the newest branch of the Naval Reserve. The first program features interviews with officers of the service with a musical background of Lou Bonick and his orchestra, a girl trio and other entertainers. Following programs will follow the same same format, bringing other officers to the microphone as well as outstanding name bands of New England.

Radio Gives Time; Army Buys Space

Newspaper, Magazine Fund; Navy Lauds Space Test

THE ARMY, through the recruiting service of the Adjutant General's office, is placing a campaign amounting to between $100,000 and $300,000 in newspapers and magazines, currently urging enlistment in the Air Forces and flying cadets. It is similar to one placed last year by the same office through N. W. Ayer & Co., Philadelphia.

Simultaneously, spot announcements, transcriptions and live programs are being donated by about 700 radio stations at the request of the Army. Time on the stations is given free of charge in the interests of national defense.

Navy Statement

The Navy Department, which had placed a newspaper test campaign a few months ago in Indiana, Iowa, and Missouri, last week announced that enlistments in the test area increased almost fourfold as a result of the campaign. The Navy's endorsement of newspaper advertising came in a letter from Capt. F. E. M. Whiting, director of Navy Recruiting to William A. Thomson, director, Bureau of Advertising of American Newspaper Publishers Assn.

The letter failed to state that virtually every station in those States had contributed free announcements, transcriptions and live programs in the interest of Navy recruiting. Nor did it mention billboards or the fact that many theatres in the area carried pictures directly or indirectly urging enlistment.

Capt. Whiting's letter was in response to one from Mr. Thomson who asked what results the newspaper campaign had brought in the way of additional enlistments. A compilation of the figures released in the letter shows that in May the number of recruits at the principal stations in those States was 371. In September the total was 1,048. The first ad was run the week commencing July 7 and the last in the last week of August. The newspaper campaign, placed through BBDO, is now running in 16 States with two others, Michigan and Wisconsin, to be added shortly.

More on Marlin List

MARLIN FIREARMS Co., New Haven (razor blades), has recently added to its extensive schedule the following stations carrying one-minute announcements 2-21 times weekly for 13 weeks: KDAL WGBF KMJ WROL KNX WHEB WEEU WRAW WPIC WTAG. In addition company has been conducting one and two week tests of announcements two to six times weekly on WAAT WIP KALE WSAY KJBS and WLW. Craven & Hedrick, New York, handles the account.

CUT THE CLOTH *New England* TO FIT THE PATTERN...

THE COLONIAL NETWORK, with 19 stations in key locations is "tailored to measure" for coverage and "perfect fit" in the New England market.

Because each of these stations is an integral part of the buying area where it is located, loyal listenership is a local, long-established custom.

This is the type of thorough, effective acceptance that has delivered consistent results over a period of years for scores of national advertisers. That's why they renew their contracts with The Colonial Network year after year.

Right now is a good time to reserve time for intensive, inexpensive promotion on the network and in the market of proven sales responsiveness . . . and right at the bottom of this advertisement is the information you need to get action.

Investigate before you make any radio investment for fall and winter in New England.

WAAB	Boston
WEAN	Providence
WICC	Bridgeport, New Haven
WLLH	Lowell, Lawrence
WSAR	Fall River
WSPR	Springfield
WLBZ	Bangor
WFEA	Manchester
WNBH	New Bedford
WTHT	Hartford
WATR	Waterbury
WBRK	Pittsfield
WNLC	New London
WLNH	Laconia
WRDO	Augusta
WHAI	Greenfield
WCOU	Lewiston, Auburn
WSYB	Rutland
WELI	New Haven

The Colonial Network

21 BROOKLINE AVENUE · BOSTON

EDWARD PETRY & CO., INC., *National Sales Representative*

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